



Event Impact Manual



INTERNATIONAL
MASTERS GAMES
ASSOCIATION

Introduction

The International Masters Games Association (IMGA) is the representative body of masters sport worldwide. It promotes lifelong competition, friendship and understanding between mature sportspeople, regardless of age, gender, race, religion, or sport status.

Bringing together thousands of participants from around the world for a celebration of sports, IMGA events deliver positive impacts to local communities helping hosts and stakeholders to advance their local development objectives. For instance, as every country in the world experiences growth in both the size and the proportion of older persons in the population, IMGA events contribute by providing engaging opportunities for mature people to participate in sports which ultimately improves their physical and mental wellbeing. IMGA events also deliver positive economic and image impacts generated by a high number of visiting participants who bring new money to host economies.

To ensure the continued delivery of positive impacts in an ever-changing world and to strengthen and grow the Masters' sports movement, the IMGA is in a process of **continuous development**. As sustainability has always been a core value in this process the IMGA is preparing for the future and going through an organisational transition creating mechanisms to ensure that its events are built around the 3 P's of sustainability: People, Planet and Prosperity.

This Manual is one of these fundamental mechanisms. IMGA commissioned Event Host Evaluation consultants to create a set of key performance indicators tailored to IMGA events which provide hosts and organisers with the necessary guidance on data gathering for the assessment and reporting of the impact of IMGA event. Impact assessment and reporting are fundamental to ensuring that events continuously and increasingly deliver the best possible outcomes to local communities, hosts and stakeholders.

The IMGA encourages current and future event hosts and organisers to consult this Manual in planning to host an event and recommends that the Event Plan considers all applicable aspects listed here which revolve around the following specific objectives:

- Raising awareness of healthy lifestyles and social connection through sport in community
- Leveraging athlete data to enhance customer experience
- Increasing economic and social value generated in host city destinations
- Building momentum for sustainable use of existing venues and public transport

The consistent implementation of this Manual by IMGA event hosts and organisers will enable more targeted, effective and sustainable event hosting practices which will guarantee the continued improvement of IMGA events.



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ECONOMY



IMAGE



SOCIETY



SPORT



ENVIRONMENT

Framework

The IMGA, in recognition of the importance of consistently measuring the impacts of its events, commissioned the creation of this Manual for the benefit of IMGA Masters Games hosts and organisers.

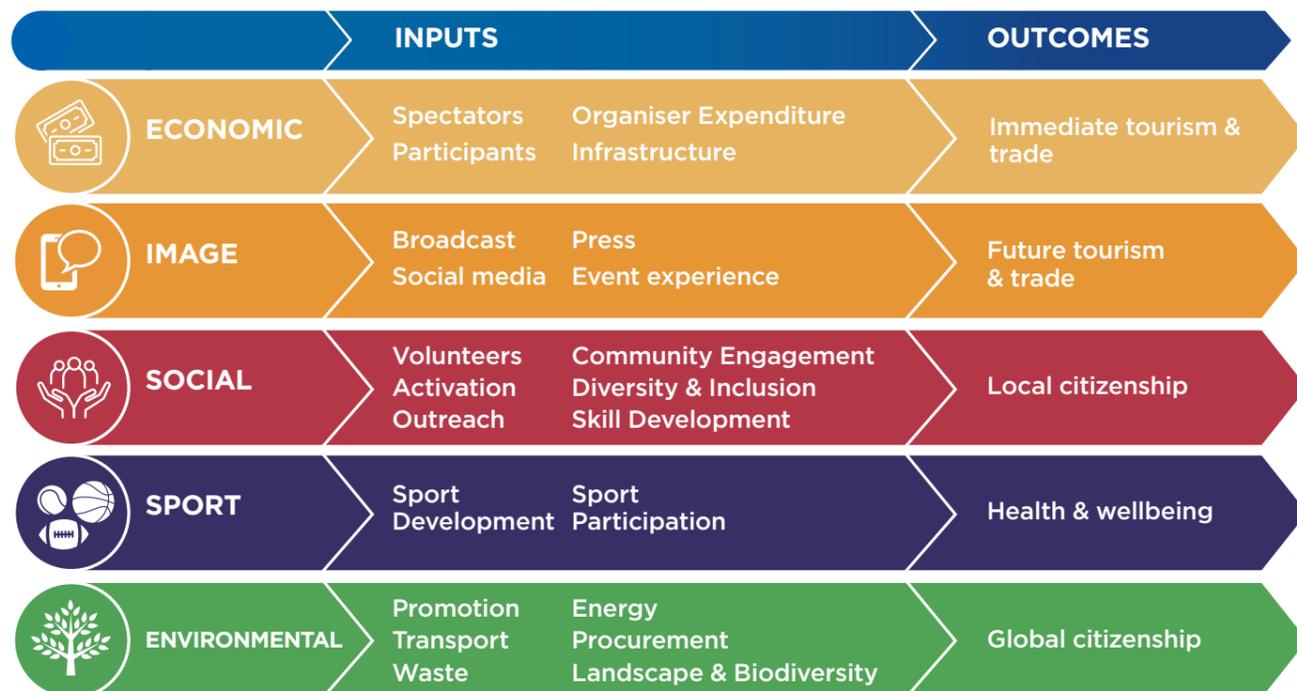
This Manual is consistent with internationally accepted guidance on impact assessment, namely the [OECD Guidance on Global Events and Local Development](#), the [Event Impact Standards](#) by the International Association of Event Hosts (IAEH) the [Common Indicators for Measuring the Impact of Events](#) by the Association of Summer Olympic International Federations (ASOIF).

In aligning with international guidance, this Manual contributes to improving best practice in hosting major events as it allows benchmarking and an effective comparison between events. This is possible through the referencing of KPIs that are common across different guidance. The KPIs included in this Manual that match internationally accepted KPIs have a “common indicator code” attached to them. These codes can be found in the Appendix.

This Manual is structured acknowledging the timeline of event hosting which starts when the event is awarded to a host destination, through the creation of the local organising committee and event planning documents, until after the event has taken place. The key principle is that as well as the forecasted or actual outcomes, both in the short and long term, impacts are often expressed in terms of inputs, the projects and resources put in place to deliver outputs at the event.

The inputs, outputs and outcome KPIs are organised and presented under each area of impact which are: economic, image, social, sport and environment. The KPIs were selected through a consultation process with IMGA and tailored based on real life examples of IMGA Masters Games.

Note: To facilitate navigation, the areas of impact (economic, image, social, sport and environmental) are colour coded. Each section of this manual corresponds to an area of impact identified by a different colour as in the diagram below.



Under the relevant areas of impact, there is also a reference to the [United Nations Sustainable Development Goals \(UN SDGs\)](#) showing the potential contribution to the global agenda for sustainable development.

As sustainability is key priority for IMGA, this Manual has been created also to support hosts and organisers in aligning with international guidance on sustainable practices for planning and delivering IMGA events.



Implementation

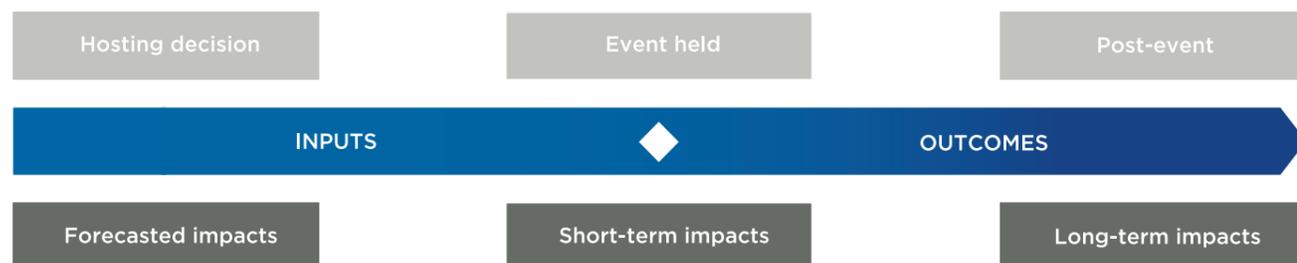
Using this Manual throughout the event life cycle

The IMGGA recommends that hosts and organisers use this Manual throughout the life cycle of IMGGA events. Starting from the selection process, hosts and organisers must determine the key areas of impact and relevant KPIs to be included in the event proposal documents. These documents must set the intention to deliver positive impacts and showcase capability to achieve the outlined impact objectives. Once awarded the event, hosts and organisers should create and submit the Event Plan including details on planned initiatives, specific activities, management of these initiatives and activities, monitoring process, data collection and reporting. After the event, hosts and organisers must be able to report on the short-term impacts of the event across the areas outlined in the Event Plan. The post event report will therefore be an evidence-based document including data collected before, during and after the event.

Table 1 shows all KPIs that the IMGGA recommends hosts and organisers consider in planning the event. These plans must be submitted to IMGGA between the time of awarding the event to and up to 3 months prior to the event. Table 1 is an overview including all areas of impact and the detailed explanation about each area and relevant KPIs can be found in the specific sections of this Manual.

Note: To facilitate navigation, the KPIs reference numbers in the tables are clickable and linked to a detailed explanation contained elsewhere in this Manual.

Event life cycle



Data sources

There are different data sources that must be explored in the process of assessing the impacts of an IMGGA event. The first and most straight forward way of gathering data is keeping record of internal processes. Table 2 shows all KPIs to be assessed through internal monitoring. These data points should be easily accessible and be readily available to event hosts and organisers.

Table 3 lists the KPIs that require a survey to be assessed. In the case of IMGGA events, these include participants, volunteers, and stakeholders' surveys, and may also include any data from existing surveys conducted by local authorities. These surveys can be created and conducted by an internal team within the LOC or host organisation with the support of IMGGA and appointed research providers.

The KPIs listed in tables 2 and 3 can be assessed through data collected by the hosts and organisers and may not require expert knowledge to be reported. On the other hand, a small number of KPIs, listed in table 4, are more complex and require specialist attention. These KPIs either require statistical accuracy, complex data gathering or independent certification, therefore, an external specialists should be hired to conduct the analysis. These may be local providers or internationally recognised specialists. Hosts and organisers can choose whether to include this level of analysis or not and what providers to use depending on relevance and available resources.

Table 1: Plans submitted before the event

REF	KPI NAME	WHEN
OE1	Structure of organising committee in place (ie separate legal entity)	Within one year of the event being awarded
OE2	Total budgeted event expenditure (split by sport)	At least 2 years prior to the event
OE3	Proportion of event budget funded by the public sector	At least 2 years prior to the event
AT1	Date of the event start and finish	At least 2 years prior to the event
AT2	No. of event days	At least 2 years prior to the event
AT3	No. of sports	At least 2 years prior to the event
AT4	No. of disciplines	At least 2 years prior to the event
AT5	No. of event venues	At least 2 years prior to the event
P1	Plan in place to promote the event to targeted audiences	At least 2 years prior to the event
B1	Digital broadcasting plan in place	At least 3 months prior to the event
DI1	Equal opportunity policy in place	Within one year of the event being awarded
DI2	% organising committee board representation (female)	Within one year of the event being awarded
DI3	% of sports offering disabled events	At least 2 years prior to the event
SK1	No. of organising committee staff (hired v seconded)	At least 2 years prior to the event
SK2	Public commitment to meeting international labour rights standards	At least 2 years prior to the event
V1	Submission of a Volunteering Programme	At least 6 months prior to the event
CE1	Targeted local community engagement plan in place	At least 6 months prior to the event
AC1	Details of free activity related to the event	At least 6 months prior to the event
SD1	Plan in place to increase capacity of local or national sports organisations	At least 2 years prior to the event
SP1	Plan in place to promote sport & physical activity to targeted audiences	Prior to registration period
EP1	Public commitment to environmental policies	At least 2 years prior to the event
EP2	Measurement of carbon footprint in place	At least 2 years prior to the event
T1	Strategy in place to encourage attendees to use sustainable transport	At least 6 months prior to the event
W1	Waste management plan in place	At least 6 months prior to the event
EN1	Renewable energy plan in place	At least 6 months prior to the event
PR1	Sustainable Procurement Code in place for all products and services	At least 6 months prior to the event
LB1	Local environmental initiatives in place	At least 6 months prior to the event

Table 2: Internal monitoring

REF	KPI NAME	WHO
AT6	No. of people expressing interest in participation	Expression of interest database
AT7	No. of athletes participating by age	Registration database
AT8	Percentage of participating athletes by month of registration	Registration database
AT9	Percentage of participating athletes by residence	Registration database
AT10	Percentage of participating athletes by level of education	Registration database
AT11	Percentage of participating athletes by motivation for registering	Registration database
AT12	No. of nations participating	Registration database
AT13	Total attendance (split by type)	Accreditation database
AT14	Accreditation flow by day	Accreditation database
AT15	Proportion of people converting from expressing interest to participation	Expression of interest database
OE4	Value of contracts to local suppliers	LOC finance
OE5	Proportion of event costs funded by commercial revenue	LOC finance
OE8	Money invested in venues & equipment for long-term use (by sport)	LOC finance
B2	Digital broadcast/streaming views (by individual broadcast)	LOC marketing
B3	% of broadcast hours with gendered content dedicated to females	LOC marketing
SM1	No. of social followers of the event	LOC marketing
SM2	No. of social media followers of ambassador athletes	LOC marketing
SM3	No. of event-related posts (pre-event by month)	LOC marketing
SM4	No. of engagements of event-related content (pre-event by month)	LOC marketing
SM5	No. of impressions of event-related content (pre-event by month)	LOC marketing
SM6	No. of event-related posts during event	LOC marketing
SM7	No. of engagements of event-related content during event	LOC marketing
SM8	No. of impressions of event-related content during event	LOC marketing
SM9	No. of new followers of host organisations due to the event	LOC marketing
SM10	No. of new contacts due to the event	LOC marketing
P2	No. of accredited media representatives attending the event	Accreditation database
P6	No. of event website views	LOC marketing
P7	No. of unique website users	LOC marketing
AC2	Actual no. of attendees at free activity related to the event	LOC operations
AC5	No. of participants at cultural activities	LOC operations
DI4	OC staff gender pay ratio M/F	LOC human resources
DI5	% participants female	Registration database
DI6	% participants from minority communities	Registration database
DI7	% participants disabled	Registration database
V2	Actual no. of volunteers	Accreditation database
V3	Proportion of volunteers from target segments of local population	Accreditation database
SD4	Money invested in grass-roots programmes	LOC finance
SD5	Money invested in sport & recreation space for long-term use	LOC finance
SD6	Percentage of technical officials that are from the local region	Accreditation database
W2	% of event waste diverted from landfill	LOC operations
EN2	% of energy used from renewable sources	LOC operations
PR2	% of contracts awarded that comply with sustainability standards	LOC operations
PR3	Examples of environmental best practice in the supply chain	LOC operations
PR4	% of event food & drink ethically sourced	LOC operations
LB2	Examples of biodiversity best practice implemented	LOC operations

Table 3: Surveying

REF	KPI NAME	HOW
AT16	Average no. of travelling supporters (non-paying) per participant	Participants survey
AT17	Number of unique participants from outside host economy	Participants survey
AT18	Number of visiting participants staying in paid accommodation	Participants survey
AT19	Average accommodation cost per night (split by rating)	Participants survey
AT20	Average length of stay in the host economy (during event + outside event)	Participants survey
AT21	Average spend per person per day (segmented by sport)	Participants survey
EE1	% of participants satisfied	Participants survey
EE2	Net Promoter Score of participants	Participants survey
EE3	% likelihood to revisit (participants)	Participants survey
EE4	% of stakeholders satisfied	Stakeholder survey
CE2	% of local residents proud	Standard question to local database
CE3	% local attendees inspired to contribute to local community	Participants survey
CE4	% local attendees more happy as a result of the event	Participants survey
AC3	No. of attendees from target segments of local population	On-site survey (activations)
AC4	Average no. of hours attending per person	On-site survey (activations)
V4	% of volunteers satisfied	Volunteer survey
V5	% of volunteers willing to volunteer after the event	Volunteer survey
V6	Average no. of hours volunteering per person	Volunteer survey
SK3	% of staff and volunteers provided with new skills and opportunities	Staff & Volunteer survey
SD2	Improved knowledge as a result of event	Stakeholder survey
SD3	Increase in club/sport organisation membership as a result of the event	Stakeholder survey
SP2	% of participants intending to do regular exercise as a result of event	Participants survey
SP3	% residents inspired to do more sport/physical activity	Standard question to local database
EP4	% of participating athletes reporting a positive change in behaviour	Participants survey
T2	% of participating athletes using public or sustainable transport	Participants survey

Table 4: Specialist expertise, if appropriate

REF	KPI NAME	WHY
AT22	Total bed nights in paid accommodation by visiting participants	Statistical accuracy
AT23	Total additional visitor expenditure	Statistical accuracy
OE6	Net organiser expenditure	Statistical accuracy
OE7	GDP impact on host economy from hosting the event	Statistical accuracy
P3	No. of event-related articles (by market)	Complexity of data gathering
P4	% of articles with gendered content dedicated to females	Complexity of data gathering
P5	Total no. of views of event-related online articles	Complexity of data gathering
B4	Advertising Value Equivalent of media coverage (all platforms)	Complexity of data gathering
EP3	International accreditation (e.g. ISO20121)	External certification
EN3	Net carbon footprint	Independence



ECONOMY

The 'economic impact' of IMGA events refers to the total amount of additional money injected into the host economy as a result of staging the event. The host economy is the pre-defined area where the event is set to take place and can be a city or a broader region.

The 'economic impact' is measured considering the money inflows and outflows within a defined geographical area measured to establish the resulting net outcome.

Two key input areas have been identified as relevant to IMGA events and included in this section

1.1 Attendance

Contributing towards UN SDGs 8.1 and 8.9

1.2 Organiser Expenditure

Contributing towards UN SDGs 8.1, 17.1, and 17.17



1.1 ATTENDANCE

Introduction and "theory of change"

Attendance is the key driver of the economic impact of IMGA Masters Games. The IMGA events are amongst the world's largest mass-participated international sports events attracting tens of thousands of athletes to new host destinations. New visitors bring new money to the host economy which generates a positive economic impact. The extent of the impact depends on the number of visiting participants,

their length of stay and the total additional expenditure directly relating to the event.

Contributing towards:

- SDG 8.1 – Sustain per capita economic growth in accordance with national circumstances
- SDG 8.9 – By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
AT1	Date of the event start and finish	Dates	Submitted to IMGA at least 2 years before the event	
AT2	No. of event days	Days	Submitted to IMGA at least 2 years before the event	
AT3	No. of sports	Sports	Submitted to IMGA at least 2 years before the event	
AT4	No. of disciplines	Disciplines	Submitted to IMGA at least 2 years before the event	
AT5	No. of event venues	Venues	Submitted to IMGA at least 2 years before the event	
AT6	No. of people expressing interest in participation	People	Expression of interest database	
AT7	No. of athletes participating by age (5 year age-group)	People	Registration database	
AT8	Percentage of participating athletes by month of registration	%	Registration database	
AT9	Percentage of participating athletes by residence (state/region/province)	%	Registration database	
AT10	Percentage of participating athletes by level of education	%	Registration database	
AT11	Percentage of participating athletes by motivation for registering	%	Registration database	
AT12	No. of nations participating	Nations		Registration database
AT13	Total attendance (split by type)	People		Accreditation database
AT14	Accreditation flow by day	People		Accreditation database
AT15	Proportion of people converting from expressing interest to participation	%		Expression of interest database
AT16	Average no. of travelling supporters (non-paying) per participant	People		Participant survey
AT17	Number of unique participants from outside host economy	People		Participant survey
AT18	Number of visiting participants staying in paid accommodation	People		Participant survey
AT19	Average accommodation cost per night split by rating	\$		Participant survey
AT20	Average length of stay in the host economy (during event + outside event)	Nights		Participant survey
AT21	Average spend per person per day (segmented by sport)	\$		Participant survey
AT22	Total bed nights in paid accommodation by visiting participants	Bed nights		Specialist analysis
AT23	Total additional visitor expenditure	\$		Specialist analysis

PRE-EVENT

To be able to accurately report on the economic impact of an event, hosts and organisers should detail fundamental information about the event. This information is key to understand the scale of the event and, consequently, its impact.

AT1 – Event dates

Detail the start and finish dates of the event

AT2 – Number of event days

Total number of competition days

AT3 – Number of sports

List of each individual sport

AT4 – Number of disciplines

List each individual discipline

AT5 – Number of event venues

List names of event venues

AT6 – Number of people expressing interest in participation

Starting from the moment the event's website is launched, before the registration is officially open, hosts and organisers should keep record of the number of people registering interest in participating in the event. Hosts should have a database of interested people to invite to register when registration is open.

AT7 – No. of athletes participating by age (5 year age-group)

Registered participants should be recorded by age group. To enable the correct comparison between events, IMGA requires that hosts and organisers use the following standard age groups:

- 18 to 24
- 25 to 29
- ...
- 80 to 84
- 85+

AT8 – Percentage of participating athletes by month of registration

Once the registration is officially open, hosts/organisers should record the number of paid registrations (i.e. athletes and accompanying people) month by month until the event start date and make available to IMGA prior to the event.

AT9 – Percentage of participating athletes by residence (state/region/province)

Registered participants should also be recorded by place of residence, including host nation and state, region or province.

AT10 – Percentage of participating athletes by level of education

Hosts/organisers will collect socio-economic data on participating athletes level of education when they register for the event.

- Undergraduate university degree or higher (including post graduate diploma)
- Undergraduate diploma or associate diploma
- Certificate, trade qualification or apprenticeship
- Highest level of secondary school
- Did not complete the highest level of school
- Never went to school
- Still at secondary school

Hosts and organisers may also want to track other factors of socio-economic background relevant to their own priorities for example ethnicity or level of employment.

AT11 – Percentage of participating athletes by motivation for registering

IMGA is interested in learning participating athletes motivations for being master athletes and why they have registered to participate in the event. Hosts/organisers will collect this data using the answer options below:

- compete with others
- improve health
- socialise/meet other masters
- improve performance
- feel a sense of achievement
- visit host country
- to win
- to see if still good enough
- my friends encouraged me to
- one-off experience
- other

POST EVENT**AT12 – Number of nations participating**

Hosts and organisers should keep track of the country of origin of event participants based on the registration database and report on the number of nations participating.

AT13 – Total attendance (split by type)

Hosts and organisers should report total attendance split by:

- AT13a – Participating athletes (paying full price)
- AT13b – Accompanying people (paying half price)
- AT13c – Team members e.g. coaches, assistants, managers (paying half price)
- AT13d – Referees (non-paying)
- AT13e – Medical (non-paying)
- AT13f – Media (non-paying)
- AT13g – VIPs (non-paying)
- AT13h – Observers (non-paying)
- AT13i – Volunteers (non-paying)

AT14 – Accreditation flow by day

During the accreditation period, hosts and organisers should keep track of the number of people being accredited per day.

AT15 – Proportion of people converting from expressing interest to participation

Once the registration is closed, hosts and organisers must report on proportion of those who expressed interest in participating (see AT6) and actually registered to participate.

AT16 – Average no. of travelling supporters (non-paying) per participant

Some visiting participating athletes will bring travelling friends and family who are not registered for the event. Hosts and organisers will be able to calculate this from the post event survey of participating athletes.

AT17 – Number of unique participants from outside host economy

It is particularly important for assessing the economic impact of the event that hosts and organisers report the number of unique participants that come from outside the host economy (normally the city or region in which the event takes place).

AT18 – Number of visiting participants staying in paid accommodation

This can be estimated from data gathered in the post-event survey of participating athletes.

Examples of paid accommodation included within the survey are:

- 5-star hotel
- 4-star hotel
- 3-star hotel
- room rental
- B&Bs
- hostel
- other

AT19 – Average accommodation cost per night (split by rating)

From the post-event survey data, hosts and organisers should identify the star rating of accommodations used by visiting participants and calculate the average cost split by rating, e.g. "x" amount spent in 5-star hotels and "x" amount spent in 3-star hotels.

AT20 – Average length of stay in the host economy (during event + outside event)

To calculate the direct economic impact of the event, it is essential to determine the average number of days participants spent in the host economy as part of their visit. This can be calculated from data gathered in the post-event survey of participating athletes.

AT20a – Number of nights spent at accommodation for participating in the event

AT20b – Number of nights at other accommodation before and/or after participating in the event

AT21 – Average spend per person per day (segmented by sport)

This can be calculated from data gathered in the post-event survey of participating athletes. In the survey, participating athletes will be asked to estimate the money spent in the host economy including accommodation, meals, transportation, shopping, leisure, etc. IMGA will also report the results by sport.

AT22 – Total bed nights in paid accommodation by visiting participating athletes**AT23 – Total additional visitor expenditure**

AT22 and AT23 are KPIs that indicate the economic benefit to the host economy that can be calculated using data already collected as described elsewhere in this section.

1.2 ORGANISER EXPENDITURE

Introduction and “theory of change”

Organiser expenditure is relevant for an accurate measurement of direct economic impact (net increase in spending) as a result of the event. For most events, including IMGA events, that use pre-existing infrastructure, spending by visitors in the local area is the biggest factor in generating economic impact; however, spending by event organisers can also be a significant contribution.

Contributing towards:

- SDG 8.1: Sustain per capita economic growth in accordance with national circumstances

- SDG 8.3: Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalisation and growth of micro-, small- and medium-sized enterprises, including through access to financial services
- SDG 17.1: Strengthen domestic resource mobilisation, including through international support to developing countries, to improve domestic capacity for tax and other revenue collection
- SDG 17.17: Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
OE1	Structure of organising committee in place (ie separate legal entity)	Yes/No	Submitted to IMGA within one year of the event being awarded	
OE2	Total budgeted event expenditure (inc split by sport)	\$	Submitted to IMGA at least 2 years before the event	
OE3	Proportion of event budget funded by the public sector	%	Submitted to IMGA at least 2 years before the event	
OE4	Value of contracts to local suppliers	\$		Internal financial reporting
OE5	Proportion of event costs funded by commercial revenue	%		Internal financial reporting
OE6	Net organiser expenditure	\$		Specialist calculation
OE7	GDP impact on host economy from hosting the event	\$		Specialist calculation
OE8	Money invested in venues & equipment for long-term use (by sport)	\$		Internal financial reporting

PRE-EVENT

OE1 – Structure of organising committee in place (ie separate legal entity)

IMGA expects that the structure of the organising committee is in place within one year of the event being awarded to enable professional staff to be hired in good time to plan for the event.

OE2 – Total budgeted event expenditure (inc split by sport)

Hosts and organisers are expected to present the event budget to IMGA ahead of the event. This information should include the budget allocated for staging each individual sport. This data will also be used to calculate the average cost per athlete per sport once participation numbers are known.

OE3 – Proportion of event budget funded by the public sector

Within the financial information submitted to IMGA should be the forecasted sources of income including the funding from public sector organisations.

POST EVENT

OE4 – Value of contracts to local suppliers

Money spent as part of the organisers’ budget can have an impact on the local economy where it has been spent with suppliers based locally. For some hosts, the “locally” may best be defined as the host country. Hosts and organisers should identify actual money spent on local, or national, suppliers within the event’s expenditure.

OE5 – Proportion of event costs funded by commercial revenue

Hosts and organisers should also report the actual amount of income raised from commercial sources.

OE6 – Net organiser expenditure

Net organiser expenditure is part of a formal calculation of Direct Economic Impact which is recognised internationally and can be calculated by hosts and organisers submitting the actual event income and expenditure as detailed above.

OE7 – GDP impact on host economy from hosting the event

The calculation of Gross Domestic Product (GDP) impact is a function of Direct Economic Impact that can be estimated applying relevant multipliers and input-output tables. Multipliers are numeric factors used to assess the knock-on impacts of the first round of visitor and organisational spending in the host economy. This calculation can be made by specialist suppliers that host and organisers may consider necessary for their post event reporting.

OE8 – Money invested in venues & equipment for long-term use (by sport)

IMGA encourages hosts and organisers to use the event expenditure in ways that help local clubs and organisations beyond the life cycle of the event for example upgrading venues and equipment. Hosts and organisers should report the amount of money spent in such long-term investments for each of the sports that they have hosted.





2.1 DIGITAL BROADCAST

Introduction and “theory of change”

The analysis of the broadcast coverage of an event, both through traditional TV or, as in the case of IMGA events, digital channels, is a key to measure an event’s audience reach and particularly important for the promotion of the host destinations and commercial partners nationally and internationally. The volume of coverage can influence the behaviour of consumers relevant to areas of impact such as future tourism and social impact.

Contributing towards:

- SDG 5.1 – End all forms of discrimination against all women and girls everywhere

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
B1	Digital broadcasting plan in place	Yes/No	Submitted to IMGA at least 3 months prior to the event	
B2	Digital broadcast/streaming views (by individual broadcast)	Views		Internal digital monitoring
B3	% of broadcast hours with gendered content dedicated to females	%		Internal digital monitoring
B4	Advertising Value Equivalent of media coverage (all platforms)	\$		Specialist analysis

IMAGE

The image impact of IMGA events is relevant to showing the contribution of these events to drive social and economic impact. For instance, the audiences who engage with the events virtually are potential new visitors to the host economy and the local audiences can be influenced to engage more in sporting activities or volunteering (contributing to UN SDGs 8.9, 3.4 and 10.3 respectively).

Four key input areas have been identified as relevant to IMGA events and included in this section

2.1 Digital Broadcast

Contributing towards UN SDG 5.1

2.2 Social Media

2.3 Press

Contributing towards UN SDG 5.1

2.4 Event Experience



PRE-EVENT

B1 – Digital broadcasting plan in place

The digital broadcasting of IMGA events is managed by hosts and organisers who choose how sport is broadcast and what channels are used, eg their own channels dedicated to the event. As part of their comprehensive Marketing Plan for the event hosts and organisers are required to include details on any planned digital broadcasting (eg end of day highlights) and these submitted to IMGA no later than 3 months prior to the event.

POST EVENT

B2 – Digital broadcast/streaming views (by session)

Where digital broadcast is put in place IMGA requires that hosts and organisers gather data on streaming views to event related content recorded by each individual broadcast – e.g. highlights on YouTube by day.

B3 – % of broadcast hours with gendered content dedicated to females

In order to assess gender balance, IMGA requires hosts and organisers to report the digital broadcast hours with content dedicated to females and calculate the percentage in relation to the total digital broadcasting hours that was dedicated to a single gender.

B4 – Advertising Value Equivalent of media coverage (all platforms)

Advertising Value Equivalent is the value of media time or space for a distinguishable image or name (e.g. brand logo or venue) expressed in monetary value based on the equivalent cost of buying that time or space on each media channel. IMGA encourages hosts and organisers to calculate the AVE of events’ media coverage across (possibly across all platforms – digital broadcast and press) as an indicator of the image impact of IMGA events to hosts and commercial partners.

Introduction and “theory of change”

Social media channels are used by IMGA events as the main platforms to promote event related content and engage audiences. For events in general, social media is an increasingly relevant factor in influencing attitudes and behaviours of individuals.

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
SM1	No. of social followers of the event (split by a. Facebook, b. Twitter, c. Instagram)	Followers	Internal digital monitoring	
SM2	No. of social media followers of ambassador athletes (split by a. Facebook, b. Twitter, c. Instagram)	Followers	Internal digital monitoring	
SM3	No. of event-related posts pre-event by month (split by a. Facebook, b. Twitter, c. Instagram)	Posts	Internal digital monitoring	
SM4	No. of engagements of event-related content pre-event by month (split by a. Facebook, b. Twitter, c. Instagram)	Engagements	Internal digital monitoring	
SM5	No. of impressions of event-related content pre-event by month (split by a. Facebook, b. Twitter, c. Instagram)	Impressions	Internal digital monitoring	
SM6	No. of event-related posts during event (split by a. Facebook, b. Twitter, c. Instagram)	Posts		Internal digital monitoring
SM7	No. of engagements of event-related content during event (split by a. Facebook, b. Twitter, c. Instagram)	Engagements		Internal digital monitoring
SM8	No. of impressions of event-related content during event (split by a. Facebook, b. Twitter, c. Instagram)	Impressions		Internal digital monitoring
SM9	No. of new followers of host organisations due to the event (split by a. Facebook, b. Twitter, c. Instagram)	Followers		Internal digital monitoring
SM10	No. of new contacts due to the event	Contacts		Internal digital monitoring



PRE-EVENT

SM1 – No. of social followers of the event

The number of social media followers is one of the measures of an event’s potential reach at any point in time. IMGA requires that hosts and organisers to report of the number of followers of the different social media profiles created for the event on different platforms including:

- a. Facebook
- b. Twitter
- c. Instagram

SM2 – Number of social media followers of ambassador athletes

IMGA event ambassador athletes that have a strong social media presence can be drivers of social media engagement by posting and sharing event-related content and positively impact the events’ audience reach. Therefore, IMGA recommends that, where applicable, hosts and organisers report the number of followers each individual ambassadors have.

SM3 – Number of event-related posts (pre-event by month)

IMGA requires that hosts and organisers keep track of event-related posts not only on the events’ dedicated social media channels but, where relevant, also on stakeholders’ channels. This should include content relevant to event partners and cover the full period in the lead up to the event. This data must be reported monthly split by social media channel starting at least six months ahead of the event.

SM4 – Number of engagements of event-related content (pre-event by month)

Social media engagement is the action taken by social media users resulting from viewing posts, such as ‘like’, comment, share or click to open a link or picture. Social media engagement measures provide deeper insights into the actual involvement of social media audiences. IMGA events’ hosts and organisers are required to report monthly the number of engagements of any social media event-related content split by the different channels.

SM5 – Number of impressions of event-related content (pre-event by month)

Social media impressions are the number of times content is displayed on individual social media news feeds, irrespective of whether or not it has been viewed. IMGA requires that hosts and organisers report monthly the number of impressions of event-related content split by the different channels.

POST EVENT

Social media activity is significantly larger during the event than prior to the event. IMGA recommends that hosts and organisers report on the social media activity during the event including activity from participating athletes where they have tagged the event (e.g. event’s promoted hashtag).

SM6 – Number of event-related posts during the event

SM7 – Number of engagements of event-related content during the event

SM8 – Number of impressions of event-related content during the event

SM9 – Number of new followers of host organisations due to the event

Hosts and organisers may use the spike in social media activity as a result of the event to increase the number of followers of their own social media channels. The number of new followers of social media accounts is measured from date of launch to a date (e.g. one month) after the event. IMGA recommends that hosts and organisers report on the number of followers host organisations’ accounts reached after the event.

SM10 – Number of new contacts due to the event

The number of new contacts counts number of new customer contacts, either email or other digital addresses, gathered through the event’s activity which provides the event owner, or specific partners, with the ability for ongoing contact, split by organisation. IMGA requires that the participants’ contacts details are included in the IMGA database of masters’ athletes.

Introduction and “theory of change”

Measurement of the press coverage of an event is another relevant part of the total volume of coverage of an event. Similarly to broadcast, press coverage can be measured, in general, through established industry methodology applied by specialists.

Contributing towards:

- SDG 5.1 – End all forms of discrimination against all women and girls everywhere

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
P1	Plan in place to promote the event to targeted audiences	Yes/No	Submitted to IMGA at least 2 years prior to the event	
P2	No. of accredited media representatives attending the event	People		Accreditation database
P3	No. of event-related articles (by market)	Articles		Specialist analysis
P4	% of articles with gendered content dedicated to females	%		Specialist analysis
P5	Total no. of views of event-related online articles	Views		Specialist analysis
P6	No. of event website views	Views		Internal digital monitoring
P7	No. of unique website users	People		Internal digital monitoring

PRE-EVENT

P1 – Plan in place to promote the event to targeted audiences

As part of the broad Marketing Plan that event hosts/organisers must submit prior to event, IMGA requires that hosts/organisers include a plan to promote the event to targeted audiences that are defined for commercial purposes addressing target audiences and priorities of both IMGA and hosts stakeholders. This plan should be submitted not later than 2 years prior to the event.

POST EVENT

P2 – Number of accredited media representatives attending the event

IMGA requires that event hosts and organisers report the number of accredited media representatives attending the event. The internal accreditation data must include media representatives' country of origin and type of media (e.g. print, digital, radio, TV).

P3 – Number of event-related articles (by market)

IMGA recommends that event hosts and organisers identify key markets of interest to event stakeholders including IMGA itself and report the number of times the event is included in published press articles in these markets.

P4 – Percentage of articles with gendered content dedicated to females

As part of press reporting, IMGA recommend that hosts and organisers calculate the percentage of articles with gendered content dedicated to females as this is a relevant to assess the balance of media reporting. This is important because the increase in female related content is expected to increase the awareness and interest of and for women sports and to promote gender equality as well as the empowerment for women in sports.

P5 – Total number of views of event-related online articles

IMGA encourages hosts and organisers to keep track of the views of event-related online articles and report on the total number of these articles published in the period leading up to, during and immediately after the event.

P6 – Number of event website views

The number of event website views can be assessed through internal monitoring of the event's website data over a defined period before and after event. IMGA events have a dedicated website managed by hosts and organisers a dedicated page on the IMGA website. The number of event website views for both must be recorded starting at least 6 months prior to the event and reported after the event.

P7 – Number of unique website users

Unique users are individuals visiting the website, taking into account (deduplicating) repeat visits and visits to more than one page. At other events, unique users have typically been 10 to 25% of total event website views.

IMGA recommends that event hosts and organisers assess the website views to deduplicate repeat visits by the same device and report the number of unique website users.

2.4 EVENT EXPERIENCE

Introduction and “theory of change”

The experience and perception of event spectators can influence their behaviour and consumption and contribute to the event's image and that of event partners and the host destination. A positive event experience underpins positive event economic and social outcomes.

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
EE1	% of participants satisfied	%		Participants survey
EE2	Net Promoter Score of participants	Score		Participants survey
EE3	% likelihood to revisit (participants)	%		Participants survey
EE4	% of stakeholders satisfied	%		Stakeholder survey

POST EVENT

EE1 – Percentage of participants satisfied

The percentage of participants satisfied with the event can be calculated based on the results of a participant survey conducted immediately after the event. IMGA events' hosts and organisers are required to conduct a post-event survey and include a section about event satisfaction.

EE2 – Net Promoter Score of participants

Net Promoter Score (NPS) is a calculation based on customers rating their likelihood to recommend a company, a product, or a service to a friend or colleague. The NPS is the percentage of “promoters” (people who rate 9 or 10) minus the percentage of “detractors” (people who rate between 0 and 6). Hosts and organisers must include the Net Promoter Score standard question in the event post-event participant survey.

EE3 – Percentage likelihood to revisit (participants)

The percentage of participants who say they are likely to revisit the host region after the event is a valuable measure to demonstrate the tourism impact of the event. IMGA requires hosts and organisers to include this question in the post-event participant survey.

EE4 – Percentage of stakeholders satisfied

Hosts and organisers should assess the satisfaction of their stakeholders in the event. Stakeholders are defined as both commercial sponsors and host organisations with a formal involvement in the event.



SOCIETY

IMGA events have great potential to deliver positive social outcomes to local communities. Meaningful social impact requires planning and effective collaboration between event stakeholders and local authorities. This section explains the social impact input areas that have been identified as relevant to IMGA events including the theory of change and contributions to the UN SDGs.

3.1 Community Engagement

Contributing towards UN SDG 3.4

3.2 Activation

Contributing towards UN SDG 10.3

3.2 Diversity & Inclusion

Contributing towards UN SDGs 5.5. and 10.3

3.4 Volunteers

Contributing towards UN SDG 10.3

3.5 Skills

Contributing towards UN SDG 4.4

 <p>TARGET 3-4 REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH</p>	 <p>TARGET 4-4 INCREASE THE NUMBER OF PEOPLE WITH RELEVANT SKILLS FOR FINANCIAL SUCCESS</p>	 <p>TARGET 5-5 ENSURE FULL PARTICIPATION IN LEADERSHIP AND DECISION-MAKING</p>	 <p>TARGET 10-3 ENSURE EQUAL OPPORTUNITIES AND END DISCRIMINATION</p>
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3.1 COMMUNITY ENGAGEMENT

Introduction and “theory of change”

IMGA events are valuable opportunities to engage local communities. The community facing activities promoted as part of the events’ programmes foster new relationships and help people form closer bonds. The result is often an improved sense of belonging and local resident’s self-image of the community in which they live. This ultimately contributes to their happiness, quality of life, and general well-being, and inspire them to continue contributing to the local community.

Contributing towards:

- SDG 3: Ensure healthy lives and promote well-being for all at all ages
- SDG 3.4: By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Example of activity

At IMGA events, it is likely that community engagement activities are led by local authorities who design and implement activities targeting specific segments of the local population. There are different practical ways of engaging the local community. The extent to which the implementation of these activities is possible depends on the event’s budget and commitment of local authorities.

The parade of athletes that is part of the opening ceremony of IMGA Masters Games is a good example of community engagement activity. The parade usually takes place in open spaces rather than closed venues which allows wide community engagement.

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
CE1	Targetted local community engagement plan in place	Yes/No	Submitted to IMGA at least 6 months prior to the event	
CE2	% of local residents proud	%		Standard question in local survey
CE3	% local attendees inspired to contribute to local community	%		Participants Survey
CE4	% local attendees more happy as a result of the event	%		Participants Survey

PRE-EVENT

CE1 - Targetted local community engagement plan in place

IMGA encourages hosts and organising committees to prepare a plan for engaging the local community including details such as engagement activities, resources and a timeline of implementation. This should also include any relevant target segments of the local community that have been identified prior to the event such as local people over 65 years old or women.

POST EVENT

CE2 - Percentage of local residents proud

In order to understand the impact of the event on local residents sentiment towards the place where they live, hosts and organisers could benefit from including a standard question in a survey to a database of local residents.

Standard question:

To what extent do you agree with the statement “I feel proud that [host city] hosted the IMGA Masters Games?”

[Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree]

CE3 - Percentage of local attendees inspired to contribute to the local community

As a result of engaging with the event, some local attendees feel inspired to contribute more to their community. This can be assessed as part of the post-event survey of participating athletes to understand how local participant’s willingness to get involved in community activities after the event.

CE4 - Percentage of local attendees more happy as a result of the event

Attendance at the event can also have an impact on people’s happiness and wellbeing. The survey of all participating athletes will also include a standard question about how they experienced, for example, joy, excitement, and felt optimistic.

Introduction and “theory of change”

By promoting free activity during the period of IMGA events, hosts, organisers and partner organisations can engage more people and provide an event experience to the wider public which ultimately contributes to creating a positive impact.

IMGA recommends that event hosts and organisers plan for the delivery of activation activities to the extent that their resources allow, and collect data to report on the results of these activities.

Contributing towards:

- SDG 10.3: Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

CASE STUDY

European Masters Games 2015 – Game Village in Nice, France

During Games time, the Games Village was located in the heart of the City of Nice, allowing athletes and local residents to enjoy the spirit and atmosphere of the event for free through the following activities:

- A regional TV channel – Azur TV – was set up during the Games in the village. Volunteers, athletes, ambassadors of the event and the organising committee staff participated in talk shows during the week
- Demonstrations and try-outs were held for the following sports: pétanque, padel, table tennis, taekwondo, jujitsu, judo, archery, fitness, weightlifting, rugby and handi-full.
- Merchandising stand, sponsors stands, food & beverages stand
- Selected medal ceremonies that took place every evening
- Massage and chiropractor services

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
AC1	Details of free activity related to the event	Yes/No	Submitted to IMGA 6 months prior to event	
AC2	Actual no. of attendees at free activity related to the event	People		On-site estimates
AC3	No. of attendees from target segments of local population	People		On-site survey
AC4	Average no. of hours attending per person	Hours		On-site survey
AC5	No. of participants at cultural activities	People		LOC operations

PRE-EVENT

AC1 – Details of free activity related to the event

IMGA encourages hosts and organisers to align with event partners for planning the delivery of free activity related to the event. IMGA recommends that a detailed description of the free activities, as part of the Community Engagement Plan, is presented ahead of the event including the planned number of attendees, and, where relevant, the target segments of the local population to be engaged.

POST EVENT

AC2 – Actual no. of attendees at free activity related to the event

After the event, hosts and organisers should report on the actual number of attendees at free activity related to event, including a breakdown of attendance per activity.

AC3 – No. of attendees from target segments of local population (if applicable)

Where specific target segments of the local population were identified in the Community Engagement Plan, hosts and organisers should gather data and report on the activation activities’ attendance by target segment of the local population. This can be done through carrying out an on-site survey conducted at the activities.

AC4 – Average no. of hours attending per person

Where an on-site survey has been carried out, hosts and organisers can also gather data on the number of hours attendees spent at activation activities.

AC5 – Number of participants at cultural activities

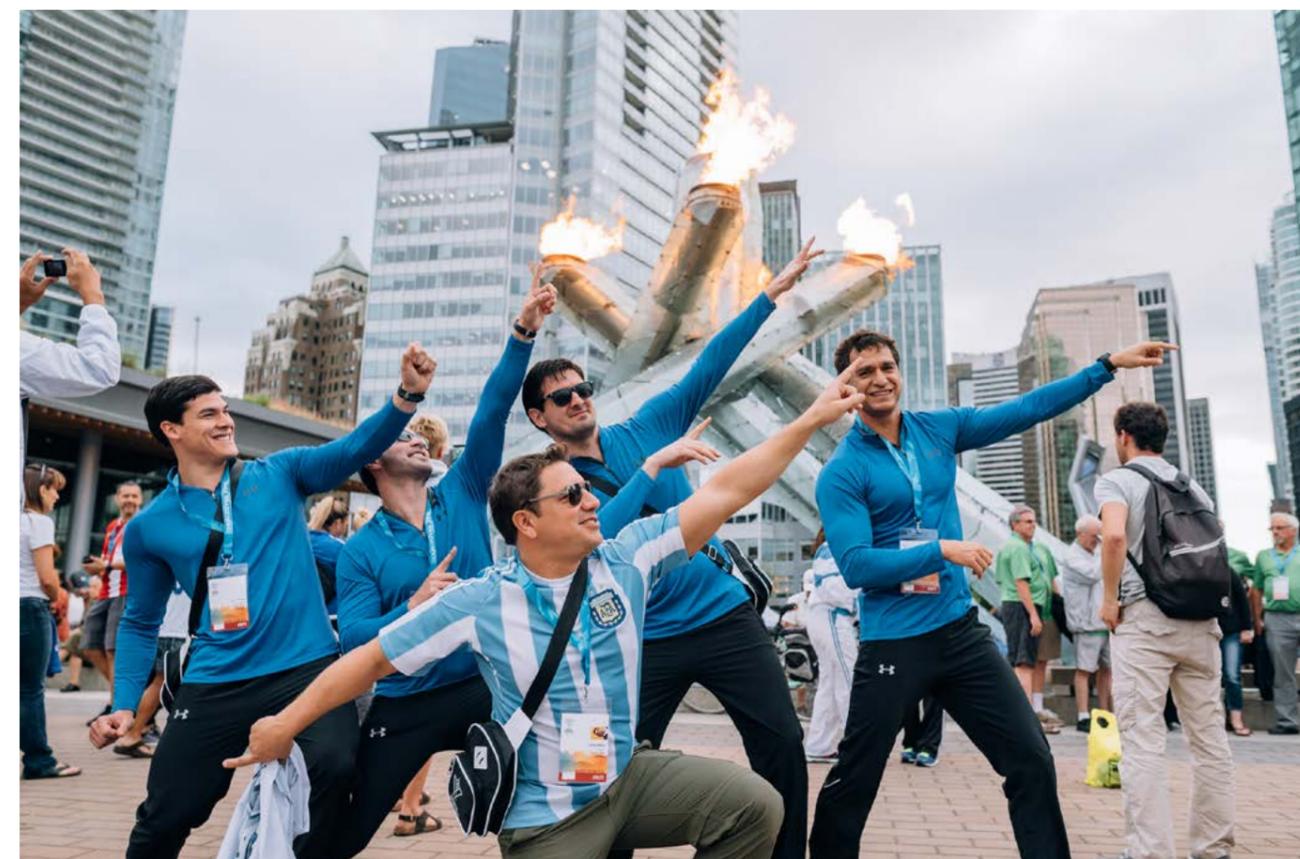
These are activities that are part of the programme for participants including:

AC5a – Opening ceremony

AC5b – Closing ceremony

AC5c – Cultural events

Events hosts and organisers must record and report the number of attendees at each of these activities.



Introduction and “theory of change”

IMGA events have great potential to create a sense of inclusion in society and be used as a platform to promote diversity. The concept of the IMGA events, which is based on encouraging mature individuals to participate, is in itself inclusive.

People from different backgrounds are involved, as the International Masters Games is the biggest Olympic-style multi-sport event in the world in number of participants. The variety of sports and disciplines – including Olympic and non-Olympic – is also a characteristic that contributes to the event’s potential to deliver meaningful impact relating to diversity and inclusion.

Contributing towards:

- SDG 5.5: Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision making in political, economic and public life
- SDG10.3: Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
DI1	Equal opportunity policy in place	Yes/No	Submitted to IMGA within one year of the event being awarded	
DI2	% organising committee board representation (female)	%	Submitted to IMGA within one year of the event being awarded	
DI3	% of sports offering disabled events	%	Submitted to IMGA at least 2 years prior to the event	
DI4	OC staff gender pay ratio M/F	%/%		Internal pay records
DI5	% participants female	%		Registration database
DI6	% participants from minority communities	%		Registration database
DI7	% participants disabled	%		Registration database

PRE-EVENT

DI1 – Equal opportunities policy in place

IMGA is committed to offering equal opportunities and is against discrimination in any form such as sex, race, disability, pregnancy, marital status, sexual orientation, gender reassignment, religious background, amongst others. There may also be minority groups that are relevant to the host region that should be considered. IMGA expects that event hosts and organisers submit an equal opportunities policy the policy that sets out the event’s commitment to equality and lays down guidelines on how to deal with issues that contravene these guidelines. This policy must be outlined before the event and cover all strands of the event’s delivery.

DI2 – Percentage organising committee board representation (female)

Observing the management board of the local organising committee, identify how many are women and calculate the percentage of total board members.

DI3 – Percentage of sports offering disabled events

From the sports and disciplines included in the sports programme of the Masters Games, organisers and hosts should, prior to the event, identify the absolute number and proportion that offer events for disabled or less able people.

POST EVENT

DI4 – Organising Committee staff gender pay ratio M/F

Organisers and hosts should gather data on the salaries of the people working for the organising committee split by gender noting any discrepancies between women’s and men’s salaries where roles are comparable, i.e. same or very similar job description. This is a quantitative data point that can be gathered through internal monitoring of internal pay records.

DI5 – Percentage of participants female

Based on participants registration data, hosts and organisers should calculate the percentage of participants that are female. Where relevant, showing percentage of female participants across different sports and disciplines.

DI6 – Percentage of participants from minority communities (if applicable)

When applicable and detailed in the equal opportunity policy prior to the event, organisers and hosts should identify participants from specific minority communities and from the participants registration data, calculate the percentage that are from these communities.

DI7 – Percentage of participants disabled

Based on participants registration data, hosts and organisers should state the absolute number and calculate the percentage of participants that are disabled or less able. The registration data should clearly state the type of disability and the sport or discipline that the athlete is registered to participate in. IMGA recommends that this data is gathered primarily for internal monitoring purposes.



Introduction and “theory of change”

The successful delivery of many sporting events relies on the support of volunteers. In addition to short-term satisfaction and well-being, volunteering can help people develop skills which can enable them find work or improve their career prospects.

The impact of the volunteers needed for IMGA events can be maximised by considering the host objectives in recruiting specific target segments of the local population (e.g. disadvantaged people and under-represented groups). As IMGA events need several thousand volunteers, it is possible to include many different segments of the local population and run a volunteering programme that is truly impactful.

The IMGA volunteering programmes are owned by the event hosts or organisers who are responsible for aligning the specific opportunities IMGA events have to offer and hosts’ specific objectives.

Contributing towards:

- SDG Target 10.3: Ensure equal opportunity and reduce inequalities of outcome including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
V1	Submission of a Volunteering Programme	Yes/No	Submitted to IMGA at least 6 months prior to event	
V2	Actual no. of volunteers	People		Accreditation database
V3	Proportion of volunteers from target segments of local population	%		Accreditation database
V4	% of volunteers satisfied	%		Volunteer survey
V5	% of volunteers willing to volunteer after the event	%		Volunteer survey
V6	Average no. of hours volunteering per person	Hours		Internal records or Volunteer survey



PRE-EVENT

V1 – Submission of a Volunteering Programme

IMGA requires hosts and organisers to prepare and submit the Volunteering Programme including the planned number of volunteers to be recruited. The Volunteer Programme can be a vehicle to encourage the involvement of particular segments of the local population such as

- gender
- age-group
- disability
- income-level
- ethnicity

POST EVENT

V2 – Actual number of volunteers

Once the planned number of volunteers is defined prior to the event, the total actual number of volunteers split between the following must be recorded during or after the event:

- gender
- age-group
- disability (long term illness of impairment which limits daily activity)
- nationality

V3 – Proportion of volunteers from target segments of local population

Considering the volunteering programme, record the actual number of volunteers split between the pre-determined target segments of the local population during or after the event. These could be but not limited to:

- V3a – % Women
- V3b – % Under 25
- V3c – % Over 65
- V3d – % Disabled

V4 – Percentage of volunteers satisfied

The percentage of volunteers satisfied with their experience at the event gathered from survey of volunteers held after the event.

V5 – Percentage of volunteers willing to volunteer after the event

The percentage of volunteers who actually worked in the event that would be willing to volunteer again after the event gathered from a survey of volunteers held after the event.

V6 – Average number of hours volunteering per person

Report the average number of hours volunteers spent working at the event and split between pre-determined target segments of the local population including those listed under V3.

3.5 SKILLS

Introduction and “theory of change”

Large scale events such as the IMGA Masters Games are opportunities for providing training and skill development for workers involved in all event-related activities. These opportunities, if targeted at the local communities and addressing their specific needs, can leave a long lasting positive social impact.

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
SK1	No. of organising committee staff (hired v seconded)	People	Submitted to IMGA at least 2 years prior to the event	
SK2	Public commitment to meeting international labour rights standards	Yes/No	Submitted to IMGA at least 2 years prior to the event	
SK3	% of staff and volunteers provided with new skills and opportunities	%		Staff and Volunteer surveys

PRE-EVENT

SK1 - Number of organising committee staff (hired v. seconded)

Event hosts and organisers are required to submit the organising committee organisational structure to IMGA prior to the event detailing the allocation of staff across all areas of activity. This structure should identify the number of staff to be hired and seconded and submitted to IMGA within one year of being awarded the event. Hired staff are those who have been recruited to work directly on the planning and delivery of the event and are mainly in temporary positions from a months before the event to a period after. Seconded staff are those detached from a regular position, often with the local authorities, for temporary assignment in the event’s organising committee.



SK2 - Public commitment to meeting international labour rights standards

IMGA expects hosts and organisers to publicly commit to meeting international labour rights standards. IMGA recommends including this included in the equal opportunities policy that is part of the event’s planning documents.

POST EVENT

SK3 - Percentage of staff/volunteers provided with new skills and opportunities

IMGA encourages event hosts/organisers to conduct a survey of staff and volunteers after the event to assess their perceptions on the extent to which working for the event provided them with new skills and professional opportunities.





4.1 SPORT DEVELOPMENT

Introduction and “theory of change”

Events such as the IMGA Masters Games can be a catalyst for strengthening the work of local and national sport organisations. There are several different ways of leveraging events for capacity building. Therefore, the specific needs of local and national sport organisations should be considered in developing and implementing activities.

Contributing towards:

- SDG 11.7: By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities.
- SDG 17.17: Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

CASE STUDY

WMG 2017 in Auckland

Following the Games, a surplus of NZ\$831,000 was generated. WMG 2017 Limited established a fund for the purpose of benefitting amateur sports events and initiatives across the 28 sports involved in the Games. The fund, accessible by grant application, was administered by one of the host organisations (ATEED).

All 28 sports of WMG2017 made an application and all were successful, with funding awarded ranging from \$10,000 to \$15,400.

This followed an earlier round of direct grants awarded in April 2018 of between \$8,160 and \$23,900, made up of a fixed portion of \$6,973 plus a pro rata amount based on the number of WMG participants for each sport. \$50,000 was also directly granted to New Zealand Masters Games.

SPORT

Hosting an IMGA event can increase the capacity and effectiveness of local organisations that exist to deliver sport. The resources used to deliver events can help deliver more sport and the net benefits of more sport, for example health and well-being.

Two sport input areas have been identified as relevant to IMGA events and are included in this section.

4.1 Sport Development

Contributing towards UN SDGs 11.7 and 17.17

4.2 Sport Participation

Contributing towards UN SDGs 3 and 3.4



Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
SD1	Plan in place to increase capacity of local or national sports organisations	Yes/No	Submitted to IMGA at least 2 years prior to the event	
SD2	Improved knowledge as a result of event	Yes/No		Stakeholder survey
SD3	Increase in club/sport organisation membership as a result of the event	People		Stakeholder survey
SD4	Money invested in grass-roots programmes	\$		Internal financial records
SD5	Money invested in sport & recreation space for long-term use	\$		Internal financial records
SD6	Percentage of technical officials that are from the local region	%		Accreditation database



PRE-EVENT

SD1 - Plan in place to increase capacity of local or national sports organisations

IMGA encourages hosts and organisers to develop a pre-event plan for leveraging opportunities to increase capacity of these local organisations based on their specific needs, such as using local or regional sports organisations to help deliver the event.

POST EVENT

SD2 - Improved knowledge as a result of event, e.g side event organising, knowledge sharing

By involving local organisations in the process of planning and delivering the event, hosts and organisers give these organisations a valuable opportunity for capacity building. As a result of the event, local organisations can improve and share their knowledge of event organising which can have a positive impact on how these organisations run local events in the future. IMGA encourages event hosts and organisers to survey people from local sports organisations about their experience in being involved in the event's planning and delivery.

SD3 - Increase in club/sport organisation membership as a result of the event

IMGA encourages hosts and organisers to conduct a survey after the event to investigate whether the local clubs/sport organisations registered a higher attendance or increased number of membership registrations after the event.

SD4 - Money invested in grass-roots programmes

In the lead up to, or after, the event hosts and organisers may invest money in grass-roots programmes locally to capitalise on the interest in the event.

SD5 - Money invested in sport & recreation space for long-term use

Hosts and organisers may also invest money in sport & recreation space for long-term use, such as in renovations and new equipment to improve existing facilities.

SD6 - Percentage of technical delegates that are from the local region

IMGA encourages hosts and organisers to recruit officials and technical delegates that are from the local region. Through internal monitoring, hosts and organisers should report on where their technical delegates come and calculate the percentage that are from the local region.

Introduction and “theory of change”

Major events have potential to positively influence people’s inclination towards participation in sporting activity. An increase in sport participation have positive social and economic impacts as it directly relates to people’s physical and mental wellbeing.

The IMGA Masters Games are inspiring by nature and a very clear opportunity to engage people in sports, especially older adults.

Contributing towards:

- SDG3: Ensure healthy lives and promote well-being for all at all ages
- SDG3.4: By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
SP1	Plan in place to promote sport & physical activity to targeted audiences	Yes/No	Submitted to IMGA prior to registration period	
SP2	% of participants intending to do regular exercise as a result of event	%		Participants survey
SP3	% residents inspired to do more sport/physical activity	%		Standard question in local survey

PRE-EVENT

SP1 - Plan in place to promote sport & physical activity to targeted audiences

IMGA encourages hosts and organisers to create a plan to promote sport and physical activity to targeted audiences in the local community, the host country and beyond. The plan should include details on specific promotional activities and the audiences which they are targeting, e.g. women over 40 years old. IMGA recommends that hosts and organisers have the plan in place a significant period prior to the opening of the registration period, which is approximately one year before the event.

POST EVENT

SP2 - Percentage of participants intending to do regular exercise as a result of event

Considering the plan in place prior to the event, hosts and organisers should report on the number of people who are motivated to regularly exercise as a consequence of the activities promoted as part of the IMGA Masters Games. This is done through a survey of participating athletes after the event.

SP3 - Percentage residents inspired to do more sport/physical activity (if applicable)

If a plan is in place, hosts and organisers should assess the impact of the event on local residents’ intention to participate in sport and do more physical activity.

Standard question:

To what extent do you agree with the statement “I feel inspired to do more physical activity because of the IMGA Masters Games?”

[Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree]



ENVIRONMENT

Even though the use of resources for event delivery often generates a negative environmental impact, events can also serve as platforms to promote best practice and standards such as waste recycling, which may be adopted more widely by individuals and organisations after the event. IMGA is committed to minimising negative environmental impacts that events can possibly cause through aligning with international best practice and local environmental policies.

The following input areas have been identified as relevant to IMGA events and included in this section:

5.1 Environmental promotion

Contributing towards UN SDGs 12.8, 13.2, and 13.3

5.2 Transport

Contributing towards UN SDG 11.2

5.3 Waste

Contributing towards UN SDGs 12.5 and 12.5.1

5.4 Energy

Contributing towards UN SDGs 7.2, and 13.2

5.5 Procurement

Contributing towards UN SDGs 12.6 and 12.7

5.6 Landscape & Biodiversity

Contributing towards UN SDG 15.5



5.1 ENVIRONMENTAL PROMOTION

Introduction and “theory of change”

Decisions made at the early planning stage can significantly influence the types of environmental impacts that arise from the events. Event organisers can put in place activities and commitments to promote environmental responsibility by both the organisation and participants of the events.

Contributing towards:

- SDG12.8: By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature
- SDG13.2: Integrate climate change measures into national policies, strategies and planning
- SDG13.3: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
EP1	Public commitment to environmental policies	Yes/No	Submitted to IMGA at least 2 years prior to the event	
EP2	Measurement of carbon footprint in place	Yes/No	Submitted to IMGA at least 2 years prior to the event	
EP3	International accreditation (eg ISO 20121)	Yes/No		External
EP4	% of participating athletes reporting a positive change in behaviour	%		Participant survey

PRE-EVENT

EP1 - Public commitment to environmental policies

Event hosts and organisers are expected to present evidence of meeting core requirements of recognised national guidance on environmental responsibility. A formal, public commitment to environmental policies sets the event’s intentions to follow best practice to minimise the impact on the environment. This evidence should be publicly available prior to the event, in the planning phase.

EP2 - Measurement of carbon footprint in place

IMGA encourages hosts and organisers to measure IMGA events’ carbon footprint according to local best practice and the resources available to them. Ensuring the measurement of an event’s carbon footprint is in place is an input measure prior to the event and can be carried out by specialist experts or using basic online tools.

POST-EVENT

EP3 - International accreditation (eg ISO 20121)

If applicable, hosts and organisers should state in their plan, and present after the event, any international accreditation (e.g ISO 20121) that they may have achieved as a result of the event’s sustainability management system.

EP4 - % of participating athletes reporting a positive change in behaviour

IMGA recommends that hosts and organisers assess the percentage of participating athletes spectators reporting a positive change in their behaviour as consequence of positive environmental practices of the event, such as avoiding the use of single use plastic and actively recycling waste. This can be done through a post-event survey.

5.2 TRANSPORT



Introduction and “theory of change”

Transport, by event workforce, participants, and other attendees can be a large contributor to costs, greenhouse gas emissions, and reduced air quality. Encouraging people to use more sustainable transport modes to get to and from events can reduce greenhouse gas emissions, traffic congestion, travel time and parking issues.

To mitigate this specific environmental impact event organisers can encourage the use of sustainable transport through specific action in collaboration with local authorities.

Contributing towards:

- SDG11.2: By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
T1	Strategy in place to encourage attendees to use sustainable transport	Yes/No	Submitted to IMGA at least 6 months prior to event	
T2	% of participating athletes using public or sustainable transport	%		Participant survey

PRE-EVENT

T1 - Strategy in place to encourage attendees to use sustainable transport

IMGA recommends that hosts and organisers create strategies ahead of the event to encourage attendees to use sustainable transport. This must be done in partnership with the relevant local authorities. The detailed strategies should be included in the event planning documents and submitted to IMGA at least 6 months prior to the event.

POST EVENT

T2 - % of participating athletes using public or sustainable transport

Using data collected through a post event survey, hosts and organisers must assess the percentage of participating athletes using public or sustainable transport for the majority of their journey to and from the event.

5.3 WASTE

ENVIRONMENT

Introduction and “theory of change”

Due to their temporary nature, waste is a significant environmental impact arising from events. Therefore, organisers and host venues need to proactively put in place measures to mitigate negative impacts, and in doing so, can demonstrate leadership for ongoing good practice by organisations and individuals after events have finished.

Contributing towards:

- SDG 12.5: By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse – Indicator 12.5.1: National recycling rate, tons of material recycled

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
W1	Waste management plan in place	Yes/No	Submitted to IMGA at least 6 months prior to event	
W2	% of event waste diverted from landfill	Yes/No		As detailed in the plan

PRE-EVENT

W1 - Waste management plan in place

IMGA encourages hosts and organisers to include a waste management plan in the event’s planning documents and submitted to IMGA at least 6 months prior to the event. This plan should separately consider the waste produced by participants, suppliers and the LOC itself and detail strategies for reducing the waste created by setting up, running and stripping down the event. The plan should also detail the methodology for calculating the split between waste recycled and not recycled.

POST EVENT

W2 - % of event waste diverted from landfill

Where the waste management plan has identified a way of calculating the percentage of waste recycled, hosts and organisers should calculate the percentage of event waste diverted from landfill or incinerators (e.g. recycled or composted). The quantity of waste avoided can be measured by weight or volume.



5.4 ENERGY

Introduction and “theory of change”

Energy used during the preparation and delivery of a major event takes different forms. In the case of IMGGA event, mainly the energy consumed by attendees travelling to the events, or energy used in running event venues. Event organisers can minimise negative environmental impacts by minimising the proportion of this energy developed through the use of fossil fuels which create contribute towards climate change from greenhouse gas emissions.

Contributing towards:

- SDG 7.2: By 2030, increase substantially the share of renewable energy in the global energy mix
- SDG 13.2: Integrate climate change measures into national policies, strategies and planning

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
EN1	Renewable energy plan in place	Yes/No	Submitted to IMGGA 6 months prior to event	
EN2	% of energy used from renewable sources	%		As detailed in the plan
EN3	Net event carbon footprint (split renewable & offset)	CO2		Specialist analysis

PRE-EVENT

EN1 – Renewable energy plan in place

IMGGA events use existing venues that have permanent energy sources therefore hosts and organisers may have limited influence on a renewable energy strategy. However, IMGGA encourages hosts and organisers to create and submit a renewable energy plan 6 months prior to the event. This plan should detail where energy will be used and the sources at each of these points. Where temporary energy supply is used, IMGGA encourages hosts and organisers to consider environmentally friendly options such as biofuel generators. The plan should detail the methodology for calculating the overall split between energy from renewable sources and non-renewable sources.

POST EVENT

EN2 – % of energy used from renewable sources (optional)

If a renewable energy plan was in place, and if possible, to identify the event’s energy suppliers, IMGGA recommends that hosts and organisers calculate the % of energy used from renewable sources.

EN3 – Net event carbon footprint (split renewable & offset)

If there is a plan in place to measure the event’s carbon footprint (see EP2), hosts and organisations, may also put in place a scheme to offset any additional carbon footprint using a certified carbon credit programme.

5.5 PROCUREMENT

ENVIRONMENT

Introduction and “theory of change”

Having a sustainable procurement code in place for all products and services required for the planning and delivery of an event is important to showcase the event owner’s and stakeholders’ commitment to resource efficiency, environmental stewardship and corporate responsibility.

Contributing towards:

- SDG 12.6: Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle
- SDG 12.7: Promote public procurement practices that are sustainable, in accordance with national policies and priorities

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
PR1	Sustainable Procurement Code in place for all products and services	Yes/No	Submitted to IMGGA at least 6 months prior to event	
PR2	% of contracts awarded that comply with sustainability standards	%		Internal monitoring
PR3	Examples of environmental best practice in the supply chain	Yes/No		Internal monitoring
PR4	% of event food & drink ethically sourced	%		Internal monitoring

PRE-EVENT

PR1 – Sustainable Procurement Code in place for all products and services

A Sustainable Procurement Code outlines the expectations and requirements on suppliers and contractors, and their supply chains, when undertaking work on behalf of the event. IMGGA recommends that hosts and organisers create a Sustainable Procurement Code in the planning phase of the event for all products and services that will be used/contracted in setting up, running and stripping down the event. The Code must align with local or national requirements and should be submitted to IMGGA prior to the event.

POST EVENT

PR2 – % of contracts awarded that comply with sustainability standards

Where a Sustainable Procurement Code is in place, event hosts and organisers should gather data to calculate the percentage of contracts awarded that comply with sustainability standards. This measure assesses the effective implementation of local or national requirements outlined in the code.

PR3 – Examples of environmental best practice in the supply chain

Hosts and organisers are encouraged to describe examples of environmental best practices. Examples may include use of recycled materials in production of volunteers’ uniforms and use of biodegradable packaging for any food or drinks supplied.

PR4 – % of event food & drink ethically sourced

The event food and drink supply is a specific area of procurement visible to attendees, therefore important to showcase the event’s commitment to environmental best practices. IMGGA recommends that event hosts and organisers gather data that enable the calculation of the percentage of event food and drink ethically sourced. Examples include seasonal catering, local and regional suppliers and eco-labelled or organic products.

5.6 LANDSCAPE AND BIODIVERSITY

Introduction and “theory of change”

From the planning phase, events should seek to protect ecosystems and minimise negative environmental impacts to landscape and biodiversity. Open spaces created as part of new construction for major events can have a significant impact on local ecosystems. As IMGA events use existing venues, there is not environmental impact to landscape and biodiversity resulting from the construction of new venues. However, it is important to observe the impact on other areas surrounding the event venues and align with local initiatives to maintain (or increase) biodiversity and preserve the ecological landscape.

Contributing towards:

- SDG 15.5: Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species

Data gathering and reporting

KPI REF	KPI NAME	UNIT	PRE-EVENT	POST EVENT
LB1	Local environmental initiatives in place	Yes/No	Submitted to IMGA at least 6 months prior to event	
LB2	Examples of biodiversity best practice implemented	Yes/No		Internal monitoring

PRE-EVENT

LB1 - Local environmental initiatives in place

Local environmental initiatives in place relate to the activity formally linked to the event addressing local or national environmental issues or objectives. Where applicable, IMGA encourages event hosts and organisers to create and submit details of event initiatives that align with local environmental initiatives in place prior to the event. This should be done as part of the event planning phase and in partnership with local authorities responsible for biodiversity conservation.

POST EVENT

LB2 - Examples of biodiversity best practice implemented

Considering the local environmental initiatives in place, IMGA recommends that hosts and organisers gather relevant data and report examples of biodiversity best practice implemented by the event. This can include best practice outlined in other areas of the event’s environmental responsibility plans, such as energy supply, food and drink supply and waste management.



Appendix

Summary of Economic KPIs

Plans submitted before the event

KPI REF	KPI NAME	WHEN	COMMON INDICATOR CODE*
OE1	Structure of organising committee in place (ie separate legal entity)	Within one year of the event being awarded	
OE2	Total budgeted event expenditure (inc split by sport)	At least 2 years prior to the event	EC-OE1.1
OE3	Proportion of event budget funded by the public sector	At least 2 years prior to the event	EC-OE1.2
AT1	Date of the event start and finish	At least 2 years prior to the event	
AT2	No. of event days	At least 2 years prior to the event	EC-S1.1
AT3	No. of sports	At least 2 years prior to the event	
AT4	No. of disciplines	At least 2 years prior to the event	
AT5	No. of event venues	At least 2 years prior to the event	EC-S1.2

Internal monitoring

KPI REF	KPI NAME	WHO	COMMON INDICATOR CODE*
AT6	No. of people expressing interest in participation	Expression of interest database	
AT7	No. of athletes participating by age (5 year age-group)	Registration database	EC-P1.2
AT8	Percentage of participating athletes by month of registration	Registration database	
AT9	Percentage of participating athletes by residence (state/region/province)	Registration database	
AT10	Percentage of participating athletes by level of education	Registration database	
AT11	Percentage of participating athletes by motivation for registering	Registration database	
AT12	No. of nations participating	Registration database	EC-P1.1
AT13	Total attendance (split by type)	Accreditation database	
AT14	Accreditation flow by day	Accreditation database	
AT15	Proportion of people converting from expressing interest to participation	Expression of interest database	
OE4	Value of contracts to local suppliers	LOC finance	EC-OE2.1
OE5	Proportion of event costs funded by commercial revenue	LOC finance	EC-OE2.2
OE8	Money invested in venues & equipment for long-term use (by sport)	LOC finance	EC-IN2.1

Surveying

KPI REF	KPI NAME	HOW	COMMON INDICATOR CODE*
AT16	Average no. of travelling supporters (non-paying) per participant	Participants survey	
AT17	Number of unique participants from outside host economy	Participants survey	EC-S2.1
AT18	Number of visiting participants staying in paid accommodation	Participants survey	EC-S2.3
AT19	Average accommodation cost per night (split by rating)	Participants survey	
AT20	Average length of stay in the host economy (during event + outside event)	Participants survey	EC-S2.2
AT21	Average spend per person per day (segmented by sport)	Participants survey	

Specialist expertise, if appropriate

KPI REF	KPI NAME	WHY	COMMON INDICATOR CODE*
AT22	Total bed nights in paid accommodation by visiting participants	Statistical accuracy	EC-P2.1
AT23	Total additional visitor expenditure	Statistical accuracy	EC-OUTCOME1b
OE6	Net organiser expenditure	Statistical accuracy	EC-OUTCOME1c
OE7	GDP impact on host economy from hosting the event	Statistical accuracy	EC-OUTCOME2

Summary of Image KPIs

Plans submitted before the event

KPI REF	KPI NAME	WHEN	COMMON INDICATOR CODE*
P1	Plan in place to promote the event to targeted audiences	At least 2 years prior to the event	IM-P1.1
B1	Digital broadcasting plan in place	At least 3 months prior to the event	

Internal monitoring

KPI REF	KPI NAME	WHO	COMMON INDICATOR CODE*
B2	Digital broadcast/streaming views (by individual broadcast)	LOC marketing	IM-B2.1
B3	% of broadcast hours with gendered content dedicated to females	LOC marketing	IM-B2.2
SM1	No. of social media followers of ambassador athletes (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	IM-SM1.1
SM2	No. of social media followers of ambassador athletes (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	IM-SM1.2
SM3	No. of event-related posts, pre-event by month (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	
SM4	No. of engagements of event-related content, pre-event by month (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	
SM5	No. of impressions of event-related content, pre-event by month (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	
SM6	No. of event-related posts during event (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	IM-SM2.2
SM7	No. of engagements of event-related content during event (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	IM-SM2.3
SM8	No. of impressions of event-related content during event (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	IM-SM2.1
SM9	No. of new followers of host organisations due to the event (split by a. Facebook, b. Twitter, c. Instagram)	LOC marketing	
SM10	No. of new contacts due to the event	LOC marketing	IM-SM2.4
P2	No. of accredited media representatives attending the event	Accreditation database	IM-P2.1
P6	No. of event website views	LOC marketing	
P7	No. of unique website users	LOC marketing	IM-P2.4

Surveying

KPI REF	KPI NAME	HOW	COMMON INDICATOR CODE*
EE1	% of participants satisfied	Participants survey	IM-EE2.1
EE2	Net Promoter Score of participants	Participants survey	IM-EE2.2
EE3	% likelihood to revisit (participants)	Participants survey	IM-EE2.3
EE4	% of stakeholders satisfied	Stakeholder survey	

Specialist expertise, if appropriate

KPI REF	KPI NAME	WHY	COMMON INDICATOR CODE*
P3	No. of event-related articles (by market)	Complexity	IM-P2.2
P4	% of articles with gendered content dedicated to females	Complexity	IM-P2.3
P5	Total no. of views of event-related online articles	Complexity	
B4	Advertising Value Equivalent of media coverage (all platforms)	Complexity	IM-B2.4

Summary of Social KPIs

Plans submitted before the event

KPI REF	KPI NAME	WHEN	COMMON INDICATOR CODE*
DI1	Equal opportunity policy in place	Within one year of the event being awarded	SO-DI1.1
DI2	% organising committee board representation (female)	Within one year of the event being awarded	
SK1	No. of organising committee staff (hired v seconded)	At least 2 years prior to the event	
SK2	Public commitment to meeting international labour rights standards	At least 2 years prior to the event	SO-SD1.2
DI3	% of sports offering disabled events	At least 2 years prior to the event	
CE1	Targeted local community engagement plan in place	At least 6 months prior to the event	SO-CE1.1
AC1	Details of free activity related to the event	At least 6 months prior to the event	SO-AC1.1
V1	Submission of a Volunteering Programme	At least 6 months prior to the event	SO-V1.1

Internal monitoring

KPI REF	KPI NAME	WHO	COMMON INDICATOR CODE*
AC2	Actual no. of attendees at free activity related to the event	LOC operations	
AC5	No. of participants at cultural activities	LOC operations	
DI4	OC staff gender pay ratio M/F	LOC human resources	SO-DI1.2
DI5	% participants female	Registration database	SO-DI2.1
DI6	% participants from minority communities	Registration database	SO-DI2.2
DI7	% participants disabled	Registration database	SO-DI2.3
V2	Actual no. of volunteers	Accreditation database	
V3	Proportion of volunteers from target segments of local population	Accreditation database	SO-V2.1

Surveying

KPI REF	KPI NAME	HOW	COMMON INDICATOR CODE*
CE2	% of local residents proud	Standard question to local database	SO-CE2.2
CE3	% local attendees inspired to contribute to local community	Participants survey	
CE4	% local attendees more happy as a result of the event	Participants survey	SO-CE2.3
AC3	No. of attendees from target segments of local population	On-site survey (activations)	SO-A2.1
AC4	Average no. of hours attending per person	On-site survey (activations)	SO-A2.2
V4	% of volunteers satisfied	Volunteer survey	
V5	% of volunteers willing to volunteer after the event	Volunteer survey	
V6	Average no. of hours volunteering per person	Volunteer survey	SO-V2.2
SK3	% of staff and volunteers provided with new skills and opportunities	Staff & Volunteer survey	

Summary of Sport KPIs

Plans submitted before the event

KPI REF	KPI NAME	WHEN	COMMON INDICATOR CODE*
SD1	Plan in place to increase capacity of local or national sports organisations	At least 2 years prior to the event	SP-SD1.1
SP1	Plan in place to promote sport & physical activity to targeted audiences	Prior to registration period	SP-SP1.1

Internal monitoring

KPI REF	KPI NAME	WHO	COMMON INDICATOR CODE*
SD4	Money invested in grass-roots programmes	LOC finance	SP-SD2.1
SD5	Money invested in sport & recreation space for long-term use	LOC finance	SP-SD2.2
SD6	Percentage of technical officials that are from the local region	Accreditation database	

Surveying

KPI REF	KPI NAME	HOW	COMMON INDICATOR CODE*
SD2	Improved knowledge as a result of event	Stakeholder survey	
SD3	Increase in club/sport organisation membership as a result of the event	Stakeholder survey	
SP2	% of participants intending to do regular exercise as a result of event	Participants survey	
SP3	% residents inspired to do more sport/physical activity	Standard question to local database	SP-SP2.1

Summary of Environment KPIs

Plans submitted before the event

KPI REF	KPI NAME	WHEN	COMMON INDICATOR CODE*
EP1	Public commitment to environmental policies	At least 2 years prior to the event	EN-EP1.1
EP2	Measurement of carbon footprint in place	At least 2 years prior to the event	EN-EP1.2
T1	Strategy in place to encourage attendees to use sustainable transport	At least 6 months prior to the event	EN-T1.1
W1	Waste management plan in place	At least 6 months prior to the event	EN-W1.1
EN1	Renewable energy plan in place	At least 6 months prior to the event	EN-E1.1
PR1	Sustainable Procurement Code in place for all products and services	At least 6 months prior to the event	EN-P1.1
LB1	Local environmental initiatives in place	At least 6 months prior to the event	EN-LB1.1

Internal monitoring

KPI REF	KPI NAME	WHO	COMMON INDICATOR CODE*
W2	% of event waste diverted from landfill	LOC operations	EN-W2.1
EN2	% of energy used from renewable sources	LOC operations	EN-E2.1
PR2	% of contracts awarded that comply with sustainability standards	LOC operations	EN-P2.1
PR3	Examples of environmental best practice in the supply chain	LOC operations	
PR4	% of event food & drink ethically sourced	LOC operations	EN-P2.2
LB2	Examples of biodiversity best practice implemented	LOC operations	

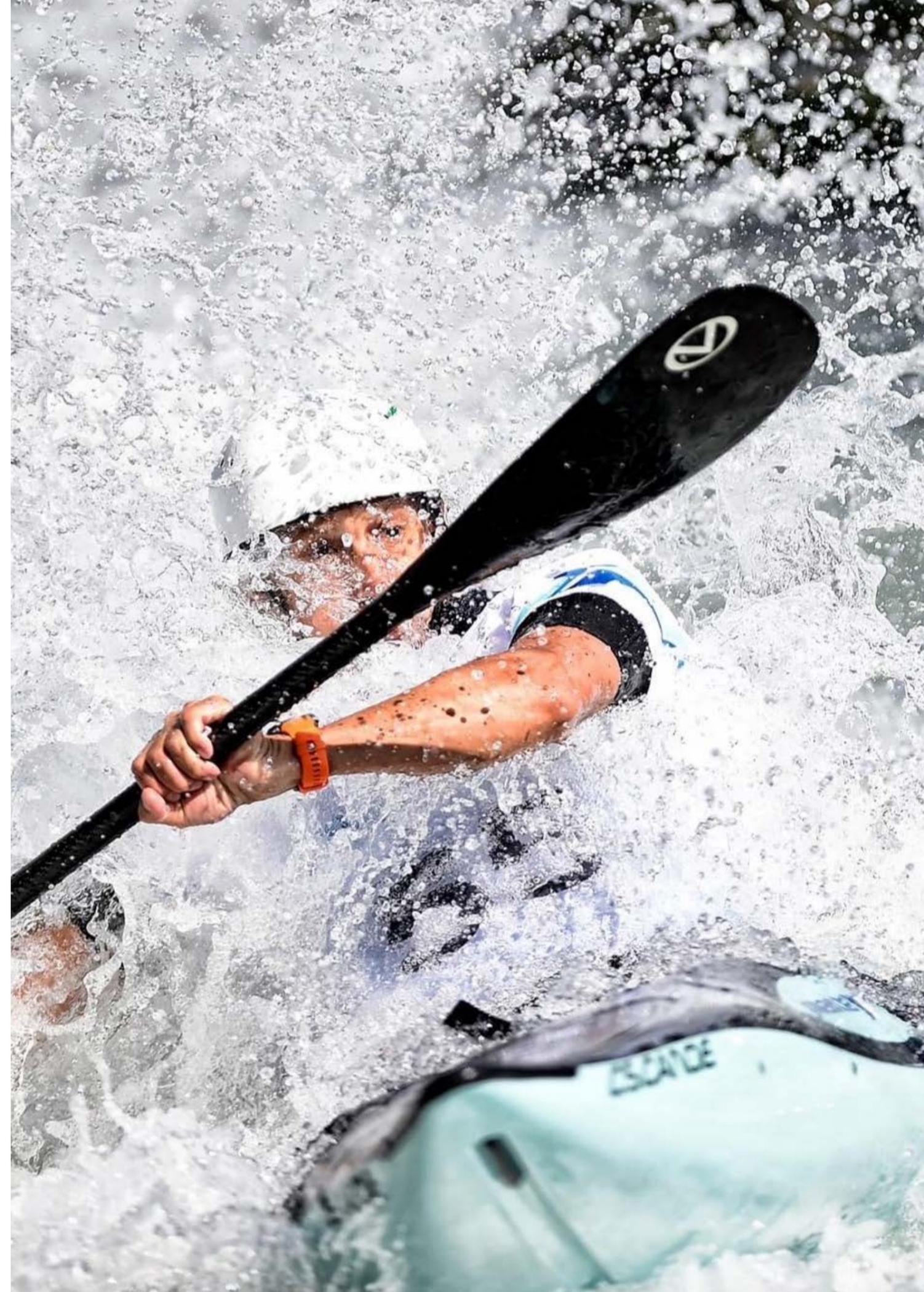
Surveying

KPI REF	KPI NAME	HOW	COMMON INDICATOR CODE*
EP4	% of participating athletes reporting a positive change in behaviour	Participants survey	EN-EP2.3
T2	% of participating athletes using public or sustainable transport	Participants survey	EN-T2.1

Specialist expertise, if appropriate

KPI REF	KPI NAME	WHY	COMMON INDICATOR CODE*
EP3	International accreditation (e.g. ISO20121)	External certification	EN-EP2.1
EN3	Net carbon footprint	Independence	EN-OUTCOME1

* Reference contained in "Common Indicators for Measuring the Impact of Events, ASOIF 2021"
www.asoif.com/sites/default/files/download/asoif_common_indicators_for_measuring_the_impact_of_events.pdf





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