



Social leveraging of the FIFA 2022 World Cup - Qatar for the promotion of physically active and environmental friendly lifestyles

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Project Description

- Evaluation of local stakeholders' ex ante perceptions of resources and challenges to social leveraging of event.
- Leveraging potential exists in communities of event managers and professionals and includes policies, practices and burgeoning knowledge and skills base.
- Expectations are raised and possibilities are explored because of event anticipation but challenges to leveraging are present at event owner and event host levels.

Benefits

- The research has implications for event and behaviour change professionals who can reflect on the results in order to focus their interventions.
- Researchers can apply the research framework in other contexts and investigate leverageable resources and challenges in other event periods.
- Post event, researchers can measure effects of leveraging efforts on behaviour change towards physically active and environmentally friendly lifestyles.

Key Outcomes

- The research team assessed perceptions of resources and nature of challenges to social leveraging the FIFA 2022 World Cup-Qatar.
- The collaboration has allowed knowledge exchange between the teams in Qatar and Edinburgh and developed the skills of assistants.
- The research has raised awareness on social leveraging of events and the FIFA 2022 World Cup Qatar between locally based respondents.
- Online blog is available for further engagement. http://blogs.napier.ac.uk/qatar2 022/

