



Sustainability at mega-sport events in developing countries on the example of the 2010 FIFA World Cup South Africa

Remi Bauer

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Seminar paper from the year 2012 in the subject Business economics - Business Ethics, Corporate Ethics, grade: 1,2, Leeds Metropolitan University, course: Issues in the Events Industry, language: English, abstract: With the London 2012 Olympic Games, sustainability within mega-sport events has come to attention again as the organisers of the event are seeking to create a truly green event (London2012 2009a, London2012 2009b). But not only developed nations are hosting such large-scale events. Recently, the FIFA World Cup was held in South Africa, the Commonwealth Games in India and the next Olympics will be staged in Brazil (Konrad-Adenauer-Stiftung 2011). Thus, this paper will deal with the following question. Can sustainability be achieved at mega-sport events in developing countries? The FIFA 2010 Soccer World Championships in South Africa will be used as a descriptive example of a past mega-sporting event. The goal of the paper is to answer this question while also giving a diligent insight and thorough understanding of the Triple Bottom Line Model.

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