Nitto ATP FINALS 2024

SOCIAL IMPACT ASSESSMENT REPORT

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Introduction

The ATP Finals, officially known as the **Nitto ATP Finals**, is a prestigious tennis tournament held annually, featuring the top eight singles players and doubles teams in the ATP rankings. Scheduled from November 10 to 17, 2024, at the **Inalpi Arena in Turin**, this event is recognized as one of the most significant in men's tennis, second only to the Grand Slam tournaments.

The tournament includes 15 matches across both singles and doubles categories, culminating in finals that attract considerable global attention.

Hosting the ATP Finals makes Turin a key player in the international sports arena. The city was selected from a competitive shortlist of candidates, including major cities like London and Tokyo; choosing Turin, Nitto has enhance both Turin's reputation and local economic growth through:

Tourism Boost: increase for local businesses, namely hotels, restaurants, and retail.
Cultural Promotion: encourages cultural exchanges and showcases Turin as a vibrant city with rich history and attractions.
Job Creation: temporary employment opportunities in various sectors.

Additionally, the city organizes a series of related events and activities during the tournament week, transforming public spaces into lively venues for fans and spectators.

Relevance of Impact Assessment

Conducting an impact assessment for the ATP Finals is crucial for several reasons:

- Understanding Economic Benefits
- Social Implications
- Environmental Considerations
- Strategic Planning
- Alignment with Sustainable Development Goals (SDGs)

Social Impact

The social impact of the ATP Finals is substantial, with an estimated €266 million in terms of social well-being. This value is derived from the Social Return on Investment (SROI), which reached a score of 4.7, indicating that every euro invested generates nearly five euros in social return. The social benefits can be categorized as follows:

Audience Benefits:
Around €90 million, reflecting emotional and cultural satisfaction among spectators.

Sports Benefits:
Approximately €107 million (40% of the total), resulting from increased sports participation.

Foreign Investments:
€18 million from sponsorships and expenditures by international visitors.

Tourism Benefits:
About €50 million, linked to the influx of tourists during the event.

Economic Impact

FUTURE

The ATP Finals also promise long-term economic benefits for Turin:

- Brand Enhancement
- Sponsorship Opportunities
- Cultural Impact

Future Prospects

Looking ahead, there are discussions about extending the ATP Finals' stay in Italy beyond 2025, possibly alternating between Turin and Milan.

Such arrangements could further amplify economic benefits by sharing resources and audiences between two major cities.

Estimates suggest that every euro invested in the ATP Finals could yield a return of up to €80, highlighting the potential for substantial economic returns on public investments related to the even

Direct impact

€75.5 million

Direct Economic Impact includes:

- Organizational Spending
- Participant Expenditures

Indirect and Induced Economic Impact

€221.9 million

This includes:

- Increased Demand for Local Services
- Supply Chain Activation
- Job Creation

Total economic impact

€298 million

Value Added to Local Economy:

- An increase of around €41 million in value added, reflecting enhanced economic activity
- Tax Revenue Generation

Environmental and Cultural Impacts

Initatives

Torino Green Project

The Torino Green Project, launched by Nitto in collaboration with the ATP and the Italian Tennis Federation, is a cornerstone of the sustainability efforts surrounding the ATP Finals. This project aims to offset CO2 emissions in Turin while promoting the development and regeneration of green spaces. Key components include:

- **Tree Planting**
- **Green Roof Installations:** Select bus stops in Turin will feature green roofs designed to improve insulation, reduce stormwater runoff, capture CO2, filter pollutants, and increase urban biodiversity.

Waste Reduction and Recycling

The ATP Finals have implemented several measures aimed at minimizing waste and promoting recycling:

- **SmaGo Recycling Bins:** These solar-powered, IoT-enabled recycling bins are designed to optimize waste collection by compressing garbage, allowing them to hold five to six times more waste than traditional bins.
- **Biodegradable Materials:** The event utilizes biodegradable napkins made from Nitto's proprietary compostable material, aligning with efforts to reduce plastic waste.

Carbon Neutrality Goals

The ATP has set ambitious targets for carbon neutrality:
The organization aims for **Net Zero CO2 emissions by 2040**, in accordance with its commitments under UN Sports for Climate Action. This includes comprehensive monitoring of emissions throughout the event lifecycle.

PLAYERS

Single players

JANNIK SINNER

ALEXANDER ZVEREV

CARLOS ALCARAZ

DANIIL MEDVEDEV

TAYLOR FRITZ

CASPER RUUD

ALEX DE MINAUR

ANDREY RUBLEV

Double players

AREVALO
PAVIC

BOLELLI
VAVASSORI

BOPANNA
EBDEN

KRAWIETZ
PUETZ

GRANOLLERS
ZEBALLOS

KOOLHOF
MEKTIC

PURCELL
THOMPSON

HELIOVAARA
PATTEN

Title partner

Nitto

Host partner

INTESA SANPAOLO

Platinum partner

Emirates
LAVAZZA TORINO, ITALIA, 1895
LEXUS

Gold partner

EA7 EMPORIO ARMANI
Haier
RUMMO MAESTRI PASTAI IN BENEVENTO DAL 1846
VALMORA ACQUA MINERALE
PIF

Silver partner

ASTI Spumante
Degree
FRECCIAROSSA TRENO UFFICIALE
iren luce gas e servizi
LONGi SOLAR
IP
Italgas
vechain
XERJOFF ITALIAN LUXURY PERFUME
YOKOHAMA TYRES

Bronze partner

RINASCENTE
TORINO OUTLET VILLAGE ARCVS REAL ESTATE

Local Government and Community

The City of Turin plays a crucial role in facilitating the event by providing necessary infrastructure support, including transportation, security, and public services.

Nitto has partnered with local charities like **U.G.I.** (Unione Genitori Italiani) to invite children affected by cancer to attend the finals.

The event's **Fan Village** has grown to 8,900 square meters, providing a dynamic mix of sports, entertainment, and local food experiences. It highlights local culture through activities, exhibitions, and tastings, fostering community engagement.

Ministro per lo Sport e i Giovani

REGIONE PIEMONTE

Dipartimento per lo Sport
Presidenza del Consiglio dei Ministri

CITTA' DI TORINO

The 5 Capitals' Model

Natural Capital

The stock of natural resources and environmental services that support life and economic activities, including air, water, minerals, and ecosystems.

Human Capital

The skills, knowledge, experience, and health of individuals that contribute to productivity and innovation within an organization or society.

Organizational Capital

The networks, relationships, shared values, and trust that facilitate coordination and cooperation for mutual benefit in a community or organization.

Manufacturing Capital

Physical assets or infrastructure created by human effort, such as buildings, machinery, technology, and tools that support production and economic activities.

Financial Capital

The financial resources, including money, investments, and other economic assets, that support the production of goods and services and enable business operations.

Natural Capital

Land Use and Green Spaces: Event impacts on local parks and urban land.

Energy Consumption: Power needed for matches and facilities.

Water Usage: Water used for courts, fans, and services.

Waste Management: Handling of trash from the tournament.

Air Pollution: Emissions from travel and event activities.

Noise Pollution: Loud sounds from matches and crowds.

Traffic Increase: More vehicles near the venue.

Carbon Footprint: Total emissions from the tournament.

Human Capital

Competition and Management

- Jannik Sinner (1), Alexander Zverev (2), Carlos Alcaraz (3), Daniil Medvedev (4), Taylor Fritz (5), Casper Ruud (6), Alex de Minaur (7), Andrey Rublev (8).
- Organisational staff

Technical and Operational Support

- Technical and Operational Staff
- Player Support Staff
- Logistical Staff

Hospitality and Communication

- Volunteers and Public Welcome Services
- Media and Communication Services

Manufacturing Capital

Sports and Event Venues

Sports Facilities: Inalpi Arena and other structures.
Temporary Structures: Tents, stands, and stages for event-related purposes

Technical and Operational Equipment

Technical Equipment: Lighting systems, audio-visual technology, scoreboards, and other equipment.
IT and Communication Systems: Network setups, Wi-Fi hubs, and other communication infrastructure supporting the event.
Utilities and Energy Supply Systems: Backup generators, water supply lines, and other utility services required for smooth operations.

Hospitality and VIP Services

Hospitality Infrastructure: VIP lounges and catering facilities for special guests.

Transportation and Access Infrastructure

Transportation Infrastructure: Buses, shuttles, and service vehicles for attendees.
Public Infrastructure: Roads, pathways, and access points used to facilitate movement and logistics.
Parking Facilities: Parking lots and spaces leased or controlled for event attendees and staff.

Security and Safety Systems

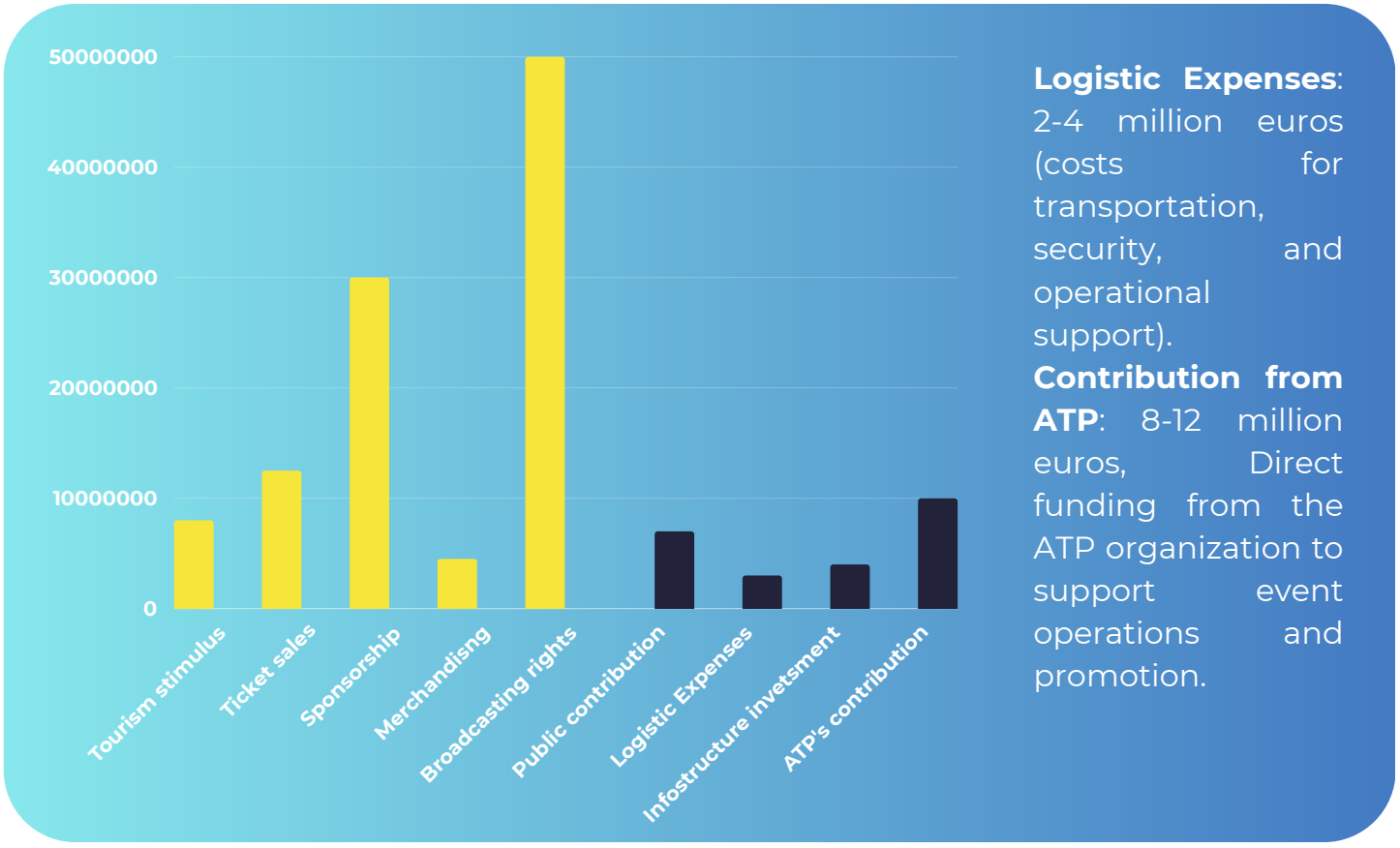
Security Installations: Surveillance cameras, metal detectors, and physical barriers for crowd control and safety.
Medical and First Aid Facilities: On-site health clinics and emergency response stations.

Support and Operational Facilities

Support Services Buildings: Facilities for staff operations, security control centers, and media rooms.

Financial Capital

Tourism Stimulus: 6-10 million euros (estimated as the indirect economic impact on the city and region)
Indirect Public Contribution: 5-8 million euros (public support through promotion and city infrastructure investments)
Merchandising: 3-6 million euros, sales of official tournament merchandise
Event Infrastructure Investment: 3-5 million euros (temporary structures and improvements)



Logistic Expenses: 2-4 million euros (costs for transportation, security, and operational support).
Contribution from ATP: 8-12 million euros, Direct funding from the ATP organization to support event operations and promotion.

Broadcasting Rights: 40-60 million euros, revenue from the global sale of broadcasting and streaming rights for the tournament
Funding from Sponsors: 20-40 million euros
Ticket Sales: 10-15 million euros, this is an estimate based on the sales of previous years.

Organisational Capital

Training for Volunteers: Sessions on guest services, safety, and multilingual communication.

Training for Employees: Specialized training in operations, guest experience, and security.

Internal Meetings: Organizers, ATP, and city officials coordinate with event, logistics, marketing, and PR teams.

Meetings with external Parties: Collaborations with institutions, sponsors, suppliers, and associations.

Athlete Representatives: Focus on player needs, schedules, and tournament conditions.

Private Partners: Sessions with sponsors (e.g., Nitto, Rolex) and media partners.

Suppliers: Coordination with equipment, tech, and service providers.

Institutions: Consultations with local and regional governments, including Turin and Piemonte.

Hospitality: Discussions with hotels, restaurants, and transport providers.

THEORY OF CHANGE

Human Capital

INPUT:

- Skilled Workforce
- Volunteers
- Institutional Knowledge
- Partner and Sponsor Staff

OUTPUT:

Full-time Staff: ~200-300 people

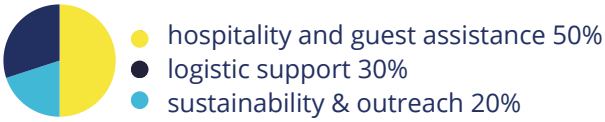
Service Breakdown:
Event Management: 50-70
Security and Safety: 100-150
Hospitality and Guest Relations: 50-70

Exhibitors: 70-100
Total Volunteers: 150-180
Municipal Employees:
50-100 city staff working on public infrastructure, transportation, and safety

Total Attendance: ~300,000

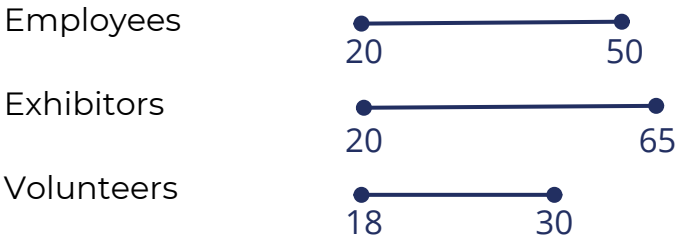
Employee Gender

Service type



Users demographic

Age distribution



OUTCOME:

Continuing Education and Skills:

- Volunteers e.g. Torino Green Project
  - Skills Acquired: Communication, teamwork, problem-solving, sustainability practices
- Employees & Partners: education in logistics, hospitality, and technology integration

Knowledge Spillover:

- Specialized Knowledge
- Community Impact: promoting event-inspired initiatives

SDG'S INVOLVED

THEORY OF CHANGE

Manufacturing Capital

INPUT

Financial Investments
Sponsorship funding from entities like Nitto, ATP, and local government support. Allocation of funds for infrastructure upgrades and sustainable practices.

Human Resources
Partnerships with local manufacturing firms for event-related goods and services. Engagement of engineers, designers, and technicians for infrastructure projects.

Technology Resources
Adoption of green technologies for venue upgrades. Use of advanced manufacturing methods for temporary installations

OUTPUT

Enhanced facilities at Pala Alpitour, including advanced seating, lighting, and digital systems.

High-quality, locally manufactured products and temporary installations for the event.

Visible sustainability projects (e.g., the Green Wall) as part of the event's branding.

OUTCOME

- Smooth execution of ATP Finals with high-quality facilities.
- Boosted local economy through manufacturing and supply chain engagement.
- Strengthened local manufacturing reputation.
- Adoption of sustainable manufacturing practices.
- Positioned Turin as a hub for sustainable event management.

IMPACT

Economic: Growth in local industries and sustained job creation.
Social: Improved community facilities and increased pride in Turin as a global destination, in particular for sport events.
Environmental: Long-term contributions to sustainability, aligning with global goals like carbon neutrality.

SDG'S INVOLVED

THEORY OF CHANGE

Financial Capital

INPUT

Revenues

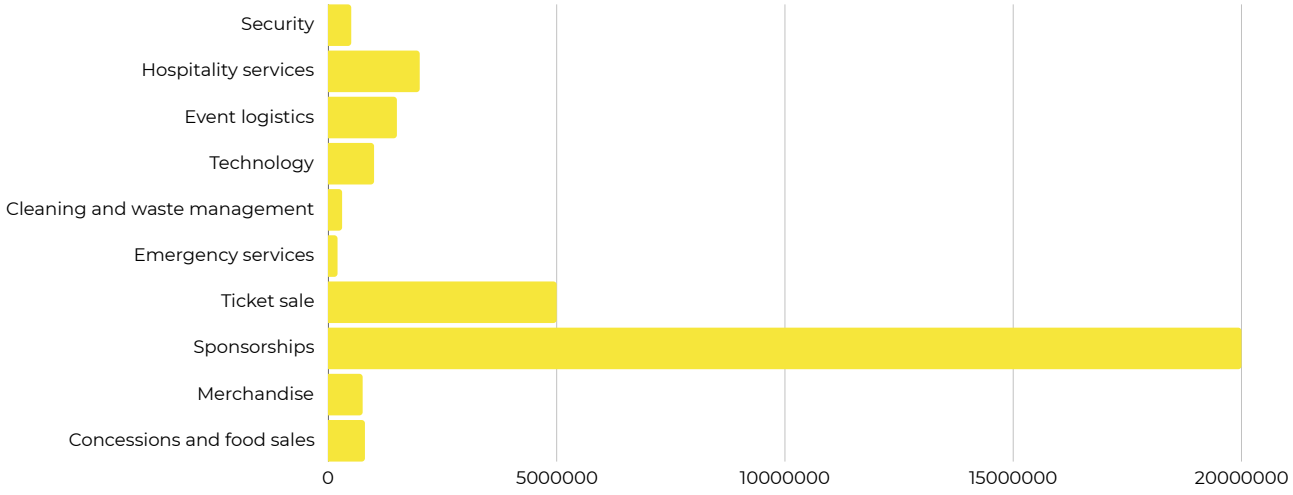
- Revenue from Sponsors
- Broadcasting Rights
- Ticket Revenue
- Merchandise Sales
- Organizational Budget
- Fixed Asset Investment
- Private Sector Contributions
- Reimbursements
- Non-Monetary Contributions

Costs

- Costs of Goods and Services
- Staff Salaries and Benefits
- Venue Leasing and Costs
- Transportation and Accommodation
- Reimbursement
- Taxes and fees paid related to the event
- Volume spent within the exhibition
- Free tickets

OUTPUT

OUTCOME



IMPACT

Visitor Spending
Benefits to Local Businesses
Temporary Job Creation
Associated Sectors (Tourism and Transportation)
City Reputation Growth
Promotion of Tennis and Sports
Side Events
Visitor Spending Estimates
Impact on Hospitality Sector
Spending on Dining and Shopping
Return on Investment for Sponsors and Partners
Infrastructure Development

SDG'S INVOLVED

THEORY OF CHANGE

Organizational Capital

INPUT

- HUMAN RESOURCES
- MANAGEMENT SYSTEMS
- KNOWLEDGE AND EXPERTISE
- INFRASTRUCTURE
- STAKEHOLDER RELATIONSHIP
- FINANCIAL INVESTMENTS

OUTPUT

Event Execution: Successful organization and seamless running of the ATP Finals, including matches, side events, and ceremonies.
Operational Efficiency: High standards in logistics, ticketing, security, and crowd management.
Training Completed: Well-trained staff and volunteers able to manage responsibilities effectively.
Technology Implementation: Use of advanced systems for ticketing, broadcast, and on-site operations.
Partnership Engagement: Active involvement of sponsors and partners in event-related activities and promotions.
Documentation and Reports: Detailed reports and analyses of the event's organization for future reference and improvement.

OUTCOME

IMPROVE ORGANIZATIONAL CAPABILITIES

STRONGER STAKEHOLDER RELATIONS

ENHANCED BRAND REPUTATION

STANDARD OPERATING PROCEDURES

KNOWLEDGE SHARING

INCREASED VOLUNTEER ENGAGEMENT

IMPACT

Long-term improvements in organizational processes that increase the efficiency of future events.

Strengthened position of Turin as a sought-after location for international sports events.

Collaborations with sponsors and stakeholders that contribute to ongoing projects and initiatives.

SDG'S INVOLVED

THEORY OF CHANGE

Natural Capital

INPUT

Event Infrastructure & Buildings

- INALPI ARENA
- TEMPORARY INFRASTRUCTURE
- TRANSPORTATION INFRASTRUCTURE

Energy Use & Emissions

- ENERGY SOURCES
- CARBON EMISSIONS FROM TRAVEL
- TRACKING CO2 EMISSIONS

OUTPUT

CO2 Emission Quantification:

Assuming an event duration of 8 days with thousands of visitors (around 20,000 attendees per day), the direct CO2 emissions could come from the following:
Energy use: If the average power consumption of a large venue like Pala Alpitour is around 500 kWh/day and assuming 8 days of operation with mixed energy sources, the CO2 emissions from energy use might be around 20 metric tons of CO2 (assuming an average emission factor of 0.4 kg CO2 per kWh of electricity in Italy).
Transportation: If 10,000 visitors use transportation to attend each day and about 60% use public transport (or travel by bus), this could still generate 50-80 tons of CO2 depending on the transportation modes. Air travel, a significant contributor, would likely add another 500-1,000 tons of CO2, depending on the origin of international travelers.
Total Emissions: Estimated emissions from all sources could range from 600-1,200 tons of CO2 for the event.

Waste Management:

Waste Diverted: An estimated 70% of waste will be recycled or composted, reducing landfill waste and methane emissions.

OUTCOME

- Reduced Emissions
- Transportation Optimization
- Sustainable Urban Infrastructure
- Behavioral Change

IMPACT

A legacy of sustainable infrastructure, including green buildings and energy-efficient venues, that benefit the local community.
Positive impact on Turin's biodiversity, with green projects like the Green Wall contributing to improved air quality and urban resilience.

SDG'S INVOLVED

SDG - Impact Indicators

This segment aims to analyze the contribution of the ATP Finals to the Sustainable Development Goals (SDGs) outlined in the United Nations 2030 Agenda. This event provides a significant opportunity to reflect on the socio-economic, environmental, and cultural impact of major events.

By examining various indicators linked to eleven SDGs, including education, gender equality, clean energy, decent work, innovation, and reduced inequalities, this study seeks to illustrate how the organisation and management of the ATP Finals can promote sustainable practices, social inclusion, and economic growth. The specific metrics and entities involved highlight the strategic role that sports can play in advancing global objectives.

SDG 4 - Quality Education

Indicator 4.7: ensure all learners acquire the knowledge needed to promote sustainable development
Sub-indicator 4.7.1: examines the extent to which Global Citizenship Education (GCE) and Education for Sustainable Development (ESD) are mainstreamed. It evaluates: National Education Policies; Curricula; Teacher Education; Student Assessment.
Measurement Instrument: policy review; questionnaires; reports

Target 4.4: By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.
Sub-indicator 4.4.1: Proportion of youth and adults with information and communications technology (ICT) skills, by type of skill.
Measurement instrument: surveys, self-report data, educational records.

SDG 5 - Gender Equality

Indicator 5.1: End all forms of discrimination against all women and girls everywhere
Sub-indicator 5.1.1: Whether or not legal frameworks are in place to promote, enforce and monitor equality and non-discrimination on the basis of sex
Measurement instrument: legal analysis and implementation reports

Indicator 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
Sub-indicator 5.5.2: Proportion of women in managerial positions
Measurement instrument: surveys, HR data, international data

SDG 7 - Affordable and clean energy

Indicator 7.2: By 2030, increase substantially the share of renewable energy in the global energy mix
Sub-indicator 7.2.1: Renewable energy share in the total final energy consumption
Measurement instrument: energy balances; production statistics

Indicator 7.3: By 2030, double the global rate of improvement in energy efficiency
Sub-indicator 7.3.1: Energy intensity measured in terms of primary energy and GDP.
Measurement instrument: energy statistics, efficiency analysis

SDG 8 - Decent work and economic growth

I**ndicator 8.2**: Increase economic productivity via diversification, technological innovation, and focus on high-value and labor-intensive sectors.

Sub-indicator 8.2.1: Annual growth rate of real GDP per employed person.

Indicator 8.4: Improve global resource efficiency and decouple economic growth from environmental degradation.

Sub-indicator 8.4.2: Domestic material consumption (total, per capita, and per GDP).

Indicator 8.5: Ensure full employment, decent work, and equal pay for all.

Sub-indicator 8.5.1: Average hourly earnings by occupation, age, and disabilities.

Indicator 8.9: Promote sustainable tourism to create jobs and enhance local culture.

Sub-indicator 8.9.1: Tourism's GDP contribution and growth rate.

Measurement instruments: Labor force surveys; GDP reports; productivity analyses; Material Flow Accounts; income surveys; payroll data; Tourism Satellite Accounts; economic data.

SDG 9 - Industry, innovation and infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Indicator 9.1: Develop sustainable, resilient, and inclusive infrastructure to support economic growth and well-being, ensuring equitable access for all.
Sub-indicator 9.1.2: Passenger and freight volumes, by mode of transport
Measurement instrument: Transport surveys; administratives records.

Indicator 9.4: By 2030, modernize infrastructure and industries to enhance sustainability, resource efficiency, and adoption of clean technologies, with actions tailored to each country's capacity.
Sub-indicator 9.4.1: CO2 emission per unit of value added
Measurement instrument: emission data; value added data

SDG 10 - Reduce inequalities

Indicator 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.

Sub-indicator 10.3.1: Proportion of population reporting having felt discriminated or harassed within the previous 12 months on the basis of discrimination prohibited under international human rights law

Indicator 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

Sub-indicator 10.2.1: Proportion of people living below 50 per cent of median income, by sex, age and persons with disabilities

Measurement instrument: Income surveys; poverty analysis

SDG 11 - Sustainable cities and communities

Indicator 11.2: By 2030, provide safe, affordable, accessible, and sustainable transport systems, improving road safety and expanding public transport, with focus on vulnerable groups including women, children, persons with disabilities, and older persons.
Sub-indicator 11.2.1: Proportion of population with convenient access to public transport, by sex, age, and disability.

Indicator 11.3: promote inclusive and sustainable urbanization with participatory and integrated human settlement planning and management.
Indicator 11.6: By 2030, reduce cities' per capita environmental impact, focusing on air quality and waste management.

Measurement Instruments: Air quality monitoring systems; municipal waste management reports; per capita waste generation data.

SDG 12 - Responsible Consumption and Production

Indicator 12.2: achieve the sustainable management and efficient use of natural resources.
Sub-indicator 12.2.1: Material footprint, material footprint per capita, and material footprint per GDP.

Indicator 12.5: substantially reduce waste generation through prevention, reduction, recycling and reuse
Sub-indicator 12.5.1: National recycling rate, tons of material recycled

Indicator 12.6: Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle
Sub-indicator 12.6.1: Number of companies publishing sustainability reports
Measurement instrument: MFA; waste reports; company surveys

Methodology

To perform the Social Impact Assessment (SIA) report for the ATP Finals, we adopted a comprehensive methodology that reflects the event's global significance and its emphasis on sustainability and Sustainable Development Goals (SDGs). The ATP Finals, as a prestigious and widely followed event, involves a diverse array of stakeholders, including public and private entities, making it an ideal case study for assessing social impact.

How we collected data?

- We gathered extensive information from official ATP sources and affiliated websites, ensuring reliable and up-to-date insights.
- Additionally, one of our group members, who worked directly with the event, provided exclusive internal information, enhancing the depth and authenticity of our analysis.

This dual approach enabled us to evaluate the event's initiatives, particularly those aligned with sustainability and societal well-being, while capturing its broader impact on various communities and stakeholders.

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Nitto ATP FINALS 2024

THANK YOU

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