

# Plan

## HOLISTIC

	 <b>Integrity</b> <small>Integrity is central to the fabric of the game and is generated through honesty and fair play.</small>	 <b>Passion</b> <small>Rugby people have a passionate enthusiasm for the game, generates excitement, emotional attachment and a sense of belonging to the global rugby family.</small>	 <b>Discipline</b> <small>Discipline is an integral part of the game both on and off the field and is reflected through adherence to the laws, the regulations and rugby's core values.</small>	 <b>Solidarity</b> <small>Rugby provides a unifying spirit that leads to life-long friendships, camaraderie, teamwork and loyalty which transcends cultural, geographic, political and religious differences.</small>	 <b>Respect</b> <small>Respect for team-mates, opponents, match officials and those involved in the game is paramount.</small>
Element	<b>Earth</b> <small>Firmness, stability, tenacity, search for the concrete, patience, caution and security.</small> Planet	<b>Fire</b> <small>Passion, energy, strength, clarity, will, initiative and impatience.</small> Prosperity	<b>Water</b> <small>Flexibility, adaptability, fluidity, intimacy, need to bond emotionally.</small> Peace	<b>Air</b> <small>Freedom, ideas, change, detachment, perspective, curiosity and need to socialize</small> People	<b>Ether</b> <small>The lightest, symbolizes spirituality and mysticism, is part of the whole. It is the soul of the world.</small> Partnership
Impact	Environment	Economic	Governance	Social	Cultural
Activation	Zero Waste	Innovation	Integration	Well-being	knowledge
Tries	Village Tourism	Stadium Tech	Community Tokens	Sport Team	Experience Third-Half & Hospitality
SDG goals	12	8	10	3	16 & 17
SDG Targets	Sustainable consumption and production patterns. Reduce waste generation. Sustainable tourism that creates jobs and promotes local culture and products.	Productive activities, decent job creation, entrepreneurship, creativity and innovation.	Promote peaceful and inclusive societies for sustainable development	Ensure healthy lives and promote well-being for all at all ages. Social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, economic.	Ensure public access to information and protect fundamental freedoms.