



INTERNATIONAL
OLYMPIC
COMMITTEE

IF Sustainability Project
**ENVIRONMENTAL
SUSTAINABILITY
SURVEY**





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IF SUSTAINABILITY PROJECT

The world faces important challenges across a wide spectrum of economic, social and environmental issues, and the sport community is not immune from their impacts. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC conducted the International Federation (IF) Sustainability Project throughout 2016. The IOC carried out the project with three objectives: obtaining an overview of IFs’ sustainability initiatives; identifying common topics, good practices and shared challenges; and sharing information among the IFs. As part of this project, the IOC collaborated with the IFs to compile a series of case studies reflecting how IFs are contributing towards a more sustainable world.

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites;

sourcing & resource management; mobility; workforce; and climate. These focus areas were selected through an extensive stakeholder engagement process, taking into consideration today’s key sustainability challenges and the manner in which the IOC believes the Olympic Movement can most significantly contribute to addressing them.

The case studies are also aligned with the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs). This framework is pivotal for the Olympic Movement: in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”
Paragraph 37, UN 2030 Agenda for Sustainable Development



THE FEI CONDUCTED A SURVEY TO UNDERSTAND HOW EVENT ORGANISERS VIEW SUSTAINABILITY.



The FEI established a sustainability programme in 2013, born from its desire to make a serious contribution towards conserving the sound environment necessary for the practice and continuity of equestrian sport.

The sustainability programme encompassed various initiatives to support event organisers reduce negative environmental impacts and create a positive legacy. As part of the process, the FEI commissioned a survey to further understand the status of environmental sustainability and ascertain future needs among event organisers.

The team in the FEI Education & Standards Department partnered with Biel-based Schwery Consulting to develop and implement the survey. The use of external consultants added a wealth of knowledge and experience to the project. A total of 20 questions were chosen, which would take on average 10-15 minutes for a participant to complete.

The questions were then sent to the

FEI's directors of sport disciplines to obtain their feedback. Upon confirmation of the questions, a trial survey on the SurveyMonkey platform was sent to a select number of event organisers to test the online system.

The FEI then made contact with the International Equestrian Organisers' Alliance (IEOA), an external body that represents hundreds of event organisers within the sport. The two organisations agreed that the survey would be sent directly by the IEOA President to IEOA members, since internal communication within the association was expected to achieve a higher response rate. Participants were given six weeks to respond.

Survey questions included:

- How would you rank the importance of environmental sustainability for your event?
- What is the media response to your environmental sustainability initiatives?

- How do you report on your environmental sustainability initiatives?
- What are the major benefits of having an environmental sustainability strategy?



OBJECTIVES

The International Equestrian Federation (FEI) produced its Environmental Sustainability Survey with the aim of having a clearer view on what event organisers understood about sustainability and what related initiatives they already have in place. The information received would provide the FEI with a better understanding of how best to assist event organisers to implement sustainability practices in their operations.

Each project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's SDGs:



TIME & PERSONNEL

The project was managed by a two-person team from the FEI and took place over a four-month period in 2015. The FEI Education & Standards Department developed the questions and submitted them for review to Schwery Consulting, who implemented the survey, managed the responses, analysed the data and produced a final report. The total cost was approximately 10,000 CHF.

EVALUATION

The survey received 216 responses, which represents a 17.3% response rate. The following points were noted as recommendations after evaluation:

- **Language.** The survey was presented in English. However, presenting additional language options such as French, Spanish and Arabic may have helped increase the response rate.

- **Questions.** Reducing the number of open questions would have reduced the time required to complete the survey – the more time respondents have to spend answering questions, the less likely they are to complete them.
- **Timing.** The survey was sent in July, the middle of the competition period, when event organisers were very likely to be busy. Sending the survey at a more suitable time of year may have yielded a higher response rate.

One general challenge was the fact that sustainability is undervalued by most event organisers. This no doubt affected the level of enthusiasm shown by event organisers in responding to the survey.

