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
More than 15 years ago, World Rugby (formerly the International Rugby Board) partnered with SOS Kit Aid, a developing rugby-oriented charity that had been founded by former rugby player John Broadfoot following a visit to Romania in 2000. SOS Kit Aid’s mission is to recycle rugby kit for the benefit of young people around the world. The organisation seeks to make a positive impact on children’s lives by giving them the chance to participate in sporting activities, while also promoting social inclusion and protecting the environment. Since its first delivery of rugby kits in 2001, SOS Kit Aid has made approximately 500 donations to more than 35 countries, including Moldova, Georgia, Kenya, Swaziland, Ecuador and Fiji.

World Rugby also provides SOS Kit Aid with an annual grant, plus non-financial support, guidance and promotion through the IF website and social media channels. World Rugby’s funding helps cover storage costs for the rugby kits and equipment, and the logistics of collecting and transporting rugby kits to the countries where grassroots rugby programmes are conducted.

SOS Kit Aid and World Rugby recently supported the massive drive to assist Fiji after the islands were severely damaged by Cyclone Winston in February 2016. The project raised approximately USD 50,000 of kit and equipment, including rugby team shirts, training shirts, shorts and tracksuits. World Rugby donated

**OBJECTIVES**

World Rugby has supported SOS Kit Aid, a rugby kit collection, recycling and redistribution charitable project, since 2001, with the following aims:

- supporting National Federations (NFs) with grassroots rugby programmes through the collection and redistribution of quality rugby kits and equipment to developing rugby nations;
- assisting in waste reduction and promoting sustainable approaches to unwanted kits and equipment;
- harnessing the spirit of solidarity among the rugby family and engaging them to support the initiative;
- creating links between established and developing rugby communities; and
- connecting rugby stakeholders with SOS Kit Aid to support their efforts.
a number of Get Into Rugby (GIR) kits, which include kit bags, balls, pumps, training bibs, tags and whistles, then paid for shipping from the UK and supported the NF with customs clearance. The items were distributed by the NF, in collaboration with the Regional GIR Coordinator and Regional Training Manager, to the schools, clubs and communities worst hit by the cyclone.

**TIME & PERSONNEL**
One full-time staff member acts as the main point of contact for the partnership and connects SOS Kit Aid with the regional teams as required. The staff member spends 10-30% of their time on the project.

**COMMUNICATION**
The partnership has been featured in World Rugby’s annual review. Specific projects are highlighted on a case-by-case basis, and are also promoted on the World Rugby website and through social media channels. SOS Kit Aid has participated at every World Rugby Conference & Exhibition since 2013.

**EVALUATION**
World Rugby believes that for any partnership of this nature to work, each party needs to clearly understand the other’s mandate, objectives and responsibilities. Clear principles of engagement have minimised any margin for error in dealing with international donations: for example, all communications and donations must go through NFs rather than third parties, ensuring a clear flow of responsibility and allowing World Rugby to conduct due diligence on the projects.

The integrity of the organisation is very important. World Rugby therefore encouraged SOS Kit Aid to register as a charity within the UK to further demonstrate its adherence to good governance and its commitment to the partnership. Such a move has also helped SOS Kit Aid to attract new support.