

IF Sustainability Case Study
**RESPECT
THE MOUNTAINS**



IF SUSTAINABILITY CASE STUDIES

The world faces significant challenges across a wide spectrum of economic, social and environmental matters. 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 Federations (IF) Sustainability Project in 2016. This allowed the IOC to obtain an overview of IFs’ sustainability initiatives; identify

common topics, good practices and mutual challenges; and share information. One of the Project’s outcomes was a series of case studies, illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC’s objective to profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting, it was agreed that the identification and

sharing of IF sustainability case studies should be continued. These case studies form part of the enhanced support system provided to the Olympic Movement through the [IOC Sustainability Strategy](#).

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. The studies are also aligned with one or more of the United Nations’

(UN) framework of 17 Sustainable Development Goals (SDGs).

This framework is pivotal for the Olympic Movement since 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.

The UN’s 17 SDGs provide a common framework for organisations to explain how they plan to contribute to sustainable development and tackle the key global sustainability challenges. The IF case studies attest to the fact that the Olympic Movement contributes to the achievement of many of these.



“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

Each IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)



THE UIAA'S "SEVEN WAYS TO RESPECT THE MOUNTAINS" PROJECT GUIDES BOTH DIRECT ACTION AND EDUCATIONAL INITIATIVES

Mountains offer a place for everyone to be inspired, play and find adventure. They provide essential fresh water to billions of people worldwide and are home to a rich array of wildlife and unique plants. One hundred million tourists visit the European Alps alone each year – and

"WE ARE DELIGHTED WITH THE PROJECT'S SUCCESS. A HUGE AMOUNT OF WASTE HAS BEEN COLLECTED BY THOUSANDS OF MOTIVATED VOLUNTEERS AND, SIGNIFICANTLY, THE PROJECT HAS ENGAGED MANY YOUNG PEOPLE – A KEY FEATURE."

FRITS VRIJLANDT, UIAA PRESIDENT

every tourist leaves a footprint, often in the form of waste. Action is required to remove this waste and educate mountaineers about respecting the environment.

In 2015, the International Climbing & Mountaineering Federation (UIAA) launched "[Respect the Mountains](#)" (RtM). Each RtM project combines a clean-up operation with an education and awareness programme focusing on the UIAA's "Seven Ways to Respect the Mountains".

These seven principles allow UIAA members, and any other interested organisations, to engage with mountain users, encouraging them to take responsibility for their actions, make informed decisions and, in turn, become ambassadors for mountain protection.

The first two years have seen a total of 19 RtM events, making a real impact while inspiring participants to embrace sustainable mountain tourism and recreation. RtM has been developed with the partnership

OBJECTIVES

The UIAA attaches great importance to sustainability, one of three pillars that guide its activities, and has designed its "Respect the Mountains" project to:

- Promote awareness about the impact of human activities in the mountains.
- Share UIAA sustainability values with mountain stakeholders, including communities and sport practitioners.
- Help preserve mountain ecosystems and cultures in their natural state for future generations and the future of mountain sports.
- Educate and encourage the next generation of mountain users to adopt and promote sustainable environmental practices.



RESPECT THE MOUNTAINS

7 WAYS TO RESPECT THE MOUNTAINS



and support of KEEN, an international manufacturer of outdoor products that provides prizes and some of the equipment needed for RtM events.

The UIAA has established guidelines that must be followed by anyone wishing to host a RtM event. A delegate from the UIAA attends every RtM event in order to ensure the “Seven Ways” are correctly communicated to participants.

One key part of the success of RtM events has been the involvement of local authorities and businesses, which have provided significant help with fundraising and promotion.

COMMUNICATION & OBJECTIVES

The UIAA promotes RtM events through its international communication channels and via member association publications, websites and the national media. In the future, the UIAA aims to involve all member associations across all continents in order to increase both the number of events and their impact on mountain users.

RESPECT THE MOUNTAINS IN 2016

- **9** events
- **614** participants from **19** countries
- **3,316km** cumulative distance covered
- **482** refuse bags filled
- **5** tonnes of waste collected

LESSONS LEARNED

- It is important to identify an area that is closely aligned to your sport and/or operations.
- Local partners, from shops to environmental organisations, can encourage participation in your projects and events.
- Helping organisers develop one-off events into ongoing projects can create a powerful legacy.
- Monitoring, evaluating and communicating the results of each event will provide tangible benefits to the entire project.

