



IF Sustainability Case Study
SPIRIT OF RUGBY



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)

IOC FOCUS AREAS



SOURCING & RESOURCE MANAGEMENT



WORKFORCE



CLIMATE

UN SDGs



WORLD RUGBY WORKS TO STRENGTHEN ITS REPUTATION AS A SPORT FOR ALL WHILE PROMOTING SUSTAINABLE PRACTICES

World Rugby recognises the power of sport as a catalyst for social development and a tool to improve people's lives. To harness this spirit and

engage with the wider rugby family, World Rugby developed "[Spirit of Rugby](#)" in 2016.

As part of this programme, World Rugby invited organisations to submit proposals for joint sustainability-related projects, providing them with an opportunity to partner with the International Federation (IF) and leverage the "Spirit of Rugby" initiative's visibility and energy.

The "Spirit of Rugby" partner selection is based on an international public invitation to interested parties that meet minimum criteria. To be considered for the programme, projects must use rugby as a catalyst for sustainable development in accordance with the "Spirit of Rugby" guidelines.

They must be aligned with World Rugby's values, activities and objectives, involve

OBJECTIVES

World Rugby created the "Spirit of Rugby" programme to seek partnerships with development charities and not-for-profit organisations in order to:

- Support organisations' efforts to use rugby as a tool for societal development.
- Engage and educate athletes to act on sustainability issues.
- Inspire other organisations to use rugby as a tool for sustainable development.
- Promote sustainable practices within the rugby family.
- Build a positive image of rugby as an accessible sport for all.



SPIRIT OF RUGBY IN ACTION

Terres en Mêlées



Rugby programmes developed in Madagascar, Morocco, Togo and Burkina Faso

3 tonnes of waste collected

300 trees planted

300 educators trained

Hundreds of children educated on the importance of keeping streets clean

SOS Kit Aid



200 tonnes of quality rugby kit prevented from going to landfill since 2001

GBP 5 million of kit redistributed to 300,000 disadvantaged youngsters in 43 countries

90 per cent of deliveries are free for SOS Kit Aid through in-kind support

800 tonnes of CO₂ and 1.2 billion litres of water saved



World Rugby’s regional associations and affiliated National Federations, and deliver a measurable return on investment.

In 2017, World Rugby partnered with five organisations: Terres en Mêlées, SOS Kit Aid, Khelo Rugby, Rio Rugby FC and Trust Rugby International. “Spirit of Rugby” promotes and supports these organisations to deliver meaningful projects across the themes of social inclusion, gender equality, health, education and environmental sustainability over a period of 12-24 months. Through this initiative, World Rugby contributes to the UN SDGs and promotes rugby as a sport for

all, true to its core values of discipline, respect, integrity, passion and solidarity.

PARTNER BENEFITS

Through their involvement with World Rugby and “Spirit of Rugby”, organisations benefit from access to World Rugby stakeholders, an increase in their profile via World Rugby’s media channels, along with financial assistance to maximise the impact of their work. The partners also benefit from access to World Rugby’s development, training and education resources.

LESSONS LEARNED

- Consider partnering with organisations whose objectives and values are aligned with yours.
- Sharing expertise, relationships and resources can help to reduce costs, expand networks and create more lasting impacts.
- Working with National Federations can help to guarantee projects are delivered and evaluated correctly and the right people are reached.
- Creating programme guidelines can help with both applications and implementation.
- Communicating regularly about your partnerships will help raise awareness on key sustainability goals.

“BY CHANNELLING RUGBY’S CHARACTER-BUILDING VALUES, THE ‘SPIRIT OF RUGBY’ PARTNERSHIPS PLAY A KEY ROLE IN IMPROVING SOCIETY THROUGH RUGBY AND ENCOURAGE ALL INVOLVED TO WORK TOGETHER TO ACHIEVE SHARED GOALS.”

**BILL BEAUMONT,
WORLD RUGBY CHAIRMAN**

