IF Sustainability Case Study
SUSTAINABILITY STRATEGY
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).

**UN SDGs**

World Sailing’s new strategy is designed to bring together sport, technology and nature in powerful harmony.

With the arrival of its new CEO, Andy Hunt, in January 2016, World Sailing has placed sustainability at the heart of the organisation. Following the publication in November 2016 of the first World Sailing Sustainability Strategy (2017-2030), which evolved through internal research and a stakeholder consultation process, World Sailing hired a dedicated sustainability expert in June 2017.

A number of World Sailing’s Member National Authorities (National Federations) have already implemented their own sustainability initiatives. World Sailing aims to bring them together and act as an umbrella sustainability programme, driving forward the sustainability agenda within the sailing community.

**“SAILORS HAVE A CHANCE TO BE GUARDIANS OF THE OCEANS AND WATERS OF THE WORLD. OUR SUSTAINABILITY STRATEGY IDENTIFIES RISKS AND OPPORTUNITIES WITHIN OUR SPORT AT THE MOMENT, AND OUTLINES CLEAR, COMMON, SHARED OBJECTIVES.”**

ANDY HUNT, WORLD SAILING CEO

**Sustainability Priorities**

After studying the risks and opportunities associated with World Sailing activities, eight key objectives were identified:

- Protect and enhance the water environment.
- Promote research into sustainable solutions and practices.
- Encourage a robust approach to sustainability.
- Minimise World Sailing’s carbon footprint.

**Objectives**

World Sailing aims to be a catalyst for change across the sport, bringing resources and profile to the wider sailing community. The main objectives of its new Sustainability Strategy are to:

- Create a framework for World Sailing and its partners to deliver benefits across the three pillars of sustainability: environmental, social and economic.
- Increase sustainability awareness.
- Position World Sailing as a leader in sustainability, in line with Olympic Agenda 2020.
- Enhance sailing as a commercial proposition to partners.
Create a sound economic base.
Promote safe and collaborative working environments.
Oversee diverse and inclusive operations.
Communicate the benefits of sustainability.

These objectives have determined the focus areas of the initial phase of delivering the strategy, which in its first year has focused on integrating sustainability into existing training and development programmes; working towards achieving the sustainable event management (ISO 20121) certification by the end of 2017; creating a sport and sustainability vision for 2030 with a focus on positive opportunities for World Sailing; and embedding sustainability-related requirements into equipment and supplier contracts, part of a longer-term strategy involving over 50 equipment suppliers.

LESSONS LEARNED
• It is important to place your sustainability strategy at the heart of the International Federation’s (IF) policies and activities.
• Your IF’s activities may help determine your priority objectives.
• Using or adapting existing information or initiatives from National Federations and external authorities may help your IF become a central point for sustainability within your sport.
• Sustainability commissions benefit from the input of experts from both within and outside the sport.
• Embedding a sustainability expert into the IF will help maximise opportunities and minimise risks.

KEY BENEFITS OF THE STRATEGY
World Sailing aims to be a catalyst for change across the sport. It strives to drive the practices and behaviours of individuals and organisations to incorporate the needs of future generations and contribute to positive social, economic and environmental change. The strategy has been designed to:
• Provide a framework within which stakeholders can operate.
• Help to manage social and environmental risks.
• Create a more efficient use of resources.
• Reduce operating costs.
• Enhance sailing as a commercial proposition to partners.
• Show credibility and leadership.