NOC Sustainability Project

COE 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 Olympic Agenda 2020, the International Olympic Committee (IOC) launched the International Federation (IF) Sustainability Project in 2016 to obtain an overview of IFs’ sustainability initiatives – identifying common topics, challenges and good practices while also sharing information among the IFs.

One outcome of the project was a series of case studies illustrating how IFs are actively contributing towards a more sustainable world. These case studies, which now also showcase National Olympic Committees’ (NOCs) best practices, form part of a strategic support system given 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. They are also aligned with one or more of the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs), which provide a common framework for organisations to explain how they plan to contribute to sustainable development and tackle the key global sustainability challenges.

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
Each NOC/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).

**Inspired by the IOC Sustainability Strategy, the COE has developed its own strategy to help achieve its sustainability goals**

The Spanish Olympic Committee (COE) has developed a Sustainability Strategy that is aligned with the IOC Sustainability Strategy, Olympic Agenda 2020 and the United Nations’ (UN) Sustainable Development Goals. The strategy is designed to be a benchmark for sustainability in Spanish sport and the wider Olympic Movement.

The COE established its strategy through three main steps: (i) by following the lead of key initiatives such as the IOC Sustainability Strategy, the Spanish Office for Climate Change and the UN Global Compact; (ii) by defining five focus areas – infrastructure, mobility, sourcing & waste management, internal operations and gender equality – that are based on the COE’s activities and needs; and (iii) by identifying key partners that could benefit from supporting the strategy.

In 2018, the second year of the strategy’s implementation, the COE signed up several sponsors that align with the strategy’s focus areas. The organisation is currently actively working to attract others. (See next page.)

**OBJECTIVES**

The COE has created a Sustainability Strategy in order to:

- Conform to the IOC Sustainability Strategy and access tools that have been made available for the Olympic Movement, particularly for National Olympic Committees (NOCs).
- Find alignment with corporations’ sustainability ambitions to help attain sponsorships that could finance the COE’s Sustainability Strategy.
- Position the COE as a sustainability benchmark within the Olympic Movement and Spanish sport.

“**As a key actor in Spanish society, the COE has a firm commitment to sustainability values, following our aim to build a better world through sport. Our objective is to become a benchmark for others to follow.**”

ALEJANDRO BLANCO, COE PRESIDENT
LESSONS LEARNED

- Presenting goals and objectives through a sustainability strategy can give credibility and legitimacy in discussions with sponsors.
- Implementing a sustainability strategy can reduce operational costs.
- A transparent sustainability strategy can help project an attractive image, reaching new audiences and offering value to potential partners.
- Such a strategy can also help unite an organisation by including employees as a part of the process.

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EVALUATION
The COE’s Sustainability Strategy is defined by its goals and focus areas, with the aims of embracing sustainability and attracting sponsors whose corporate ambitions are aligned with the strategy’s objectives. The COE presented its strategy as a platform that potential partners and sponsors could leverage through their own successful work with the COE. This presentation is designed to open more doors both for the COE, with a view to building and retaining new sponsorships, and for the sponsors, who become more visible by supporting Spanish sport.

INFRASTRUCTURE: Three-year agreement with Ibereólica, which will improve energy efficiency and develop renewable energies at the COE’s headquarters.

MOBILITY: Sponsorship agreement with Toyota Spain, which will provide hybrid vehicles until 2020 (it currently supplies a three-vehicle fleet). Agreements with other companies in the transport sector are currently being negotiated.

INTERNAL OPERATIONS: Sponsorship agreement for cloud services and digitalisation is currently being negotiated.

GENDER EQUALITY: Agreement to support a training and coaching programme to help women take leadership roles in the sports sector is currently being negotiated.

WASTE: The COE has decided to eliminate plastic bottles by replacing them with glass bottles carrying a slogan that reflects the Olympic values. This initiative guarantees a 100 per cent reduction of plastic waste and the optimisation of drinkable water consumption.

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