

NOC Sustainability Project  
**SPORT AND  
BIODIVERSITY**



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## NOC AND 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 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.

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 information contributes to the holistic integration of

sustainability and should be continued. 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.

*The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.*



*“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)

### IOC FOCUS AREAS



### UN SDGs



## A DOSB PROJECT PROMOTES ACTIONS AROUND PROTECTING BIODIVERSITY IN AND THROUGH SPORT WHILE BUILDING STRATEGIC NETWORKS

To more firmly anchor biodiversity in sport, raise awareness and establish closer links between sports and nature conservation organisations, the German Olympic Sports Confederation (DOSB) launched the Sport Moves – Experience Biodiversity project, supported by the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU).

The planet's biodiversity exists across countless ecosystems and species. It provides us with basic needs such as food, medicine, drinking water and clean

air. However, biodiversity is threatened in myriad ways by humans, with some potential negative effects caused by sports activities.

In Germany, over 15 million people regularly practise outdoor sports. Nature-sports offer people the opportunity to experience and enjoy the natural elements, enhancing the positive effects of sport and exercise. Biodiversity is a key component of nature-sports, and consequently it is in our interests to practise sports in a manner that is respectful of nature and protective of biological diversity.



**“THE PROJECT HAS IMPRESSIVELY UNDERLINED THE POTENTIAL OF SPORT TO ANCHOR THE PROTECTION OF BIODIVERSITY AND THE OBJECTIVES OF THE GERMAN NATIONAL BIODIVERSITY STRATEGY IN THE MIDST OF SOCIETY. IT ALSO ENCOURAGED US TO FURTHER INTEGRATE NATURE CONSERVATION INTO THE WORK OF SPORTS ORGANISATIONS.”**

**WALTER SCHNEELOCH, DOSB VICE PRESIDENT SPORT FOR ALL AND SPORT DEVELOPMENT**

### OBJECTIVES

The DOSB has created the Sport Moves – Experience Biodiversity project to:

- Raise biodiversity conservation awareness within and through sport.
- Encourage innovative sports-specific approaches in the context of biodiversity.
- Promote strategic partnerships between sports stakeholders and nature conservation entities.
- Provide new motivation for the contribution of sport to nature conservation in general.



With this goal in mind, the outcomes of the project focused on three key areas:

- **Networking conferences:** Representatives from diverse sectors – including sports, nature conservation, tourism, science and politics – agreed on sport’s potential to contribute to biodiversity preservation, and the value of establishing partnerships.
- **Funding competition:** To encourage National Federations (NFs) to engage in biodiversity conservation, five NFs’ projects were awarded by the

DOSB with up to €15,000. Each was implemented within a one-year period. Spheres of activity included, among others, sports facilities and environmental education.

- **Information and learning materials** (*aimed at sports stakeholders at large*):
  - Short videoclips, to highlight the interaction between sport and nature.
  - Brochures presenting the fundamentals, challenges and fields of action of sport and biodiversity, and providing examples and suggestions for active participation.



## EVALUATION

The DOSB project Sport Moves – Experience Biodiversity revealed untapped opportunities for the preservation of biodiversity through sport (e.g. improving social relevance and securing financial support). The networking conferences raised awareness and connected stakeholders, enabling them to work collaboratively for, and jointly benefit from, biodiversity conservation. The information brochures share knowledge about sport and biodiversity, and teaching aids guide individuals on coaching others, serving as a permanent source of knowledge and guidance. The funding competition inspired other NFs to take their own actions.

## LESSONS LEARNED

- Highlighting the importance of biological diversity, the challenges it faces and its potential benefits for sport is a good starting point for discussion with NFs.
- Showcasing the possibilities for biodiversity conservation through sport inspires action among NFs.
- Brochures and teaching aids boost understanding and knowledge-transfer on environmental issues and sport. This is essential, as achieving sustainable sports development is more likely if NFs have informed staff and volunteers.
- Involving external knowledge of nature conservation organisations in NFs’ biodiversity protection actions secures lasting success and enhanced public acceptance.