



NOC Sustainability Project
**SUSTAINABLE
TOURISM IN SPORT**



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



THE UOC ORGANISED NATIONAL WORKSHOPS TO ASSESS HOW THE SPORTS COMMUNITY CAN SUPPORT AND ACHIEVE SUSTAINABLE TOURISM

On the understanding that tourism should be consistent with the tenets of sustainable development and that sport has the potential to advocate for it, the Uganda Olympic Committee (UOC) brought together sports, governmental, non-governmental, cultural and private stakeholders to propose measures that could attract sustainable tourism through sport.

Tourism can only be sustainable if the natural assets on which it is based are protected from degradation. A well-managed tourism sector can become a tool for environmental protection, preventing irreversible impacts such as disruption of wildlife, alteration of landscapes and deforestation. Sustainable tourism is about minimising negative environmental impacts and maximising socio-economic benefits at tourist destinations.

Participants worked in groups led by facilitators, in collaboration with representatives from the UOC Commissions, National Federations (NFs), and local and

national governments. The discussion groups developed recommendations that the UOC and NFs should:

- Enter into agreements with the national tourism, wildlife and heritage authorities to jointly leverage the power of sport to promote sustainable tourism.

OBJECTIVES

The UOC organised workshops in order to:

- Deliver presentations and working group discussions on sustainable tourism in sport.
- Generate concrete recommendations to secure sustainable tourism through sport.
- Reinforce the role of athletes as powerful advocates for sport's contribution to sustainable tourism.



“AS AN NOC WE DECIDED TO ENGAGE THE YOUTH (70 PER CENT OF UGANDA’S POPULATION), GENERAL PUBLIC AND OUR SPORT FOR ENVIRONMENT AMBASSADORS PROGRAMME USING SPORT AS A PLATFORM TO ILLUSTRATE THE IMPORTANCE OF ENVIRONMENTAL PROTECTION IN TOURISM AND INNOVATIVE WAYS OF EFFECTIVE MANAGEMENT.”

WILLIAM BLICK, UOC PRESIDENT

- Leverage the Environment Ambassadors programme and train athletes to promote sustainable tourism by using sport's popularity as a platform.
- Develop sporting activities that raise awareness of the issue, but also create sustainable sport tourism (e.g. reinvigorating traditional sports such as wrestling).
- Renovate sports facilities to attract international sport events.
- Raise awareness among decision-makers from local cultural institutions of the role of sport in promoting sustainable tourism.
- Team up with public tourism and conservation authorities to

develop a common strategy and tap into the power of sport to promote sustainable tourism.

EVALUATION

The UOC invited all relevant sports and non-sports stakeholders to come together and explore the contribution sport could have towards more sustainable tourism. The Sustainable Tourism in Sport workshops represent a continuing effort by the UOC to make sport and athletes active players in the campaign for sustainability. The UOC will continue to host conferences, seminars and capacity-building programmes, produce materials on sport and tourism, develop its relationship with tourism bodies, and create sustainable tourism awards.



LESSONS LEARNED

- Workshops create a platform for launching dialogue and collaboration between the UOC and public authorities.
- Including athletes as main actors in initiatives is highly appreciated by sports stakeholders and a big draw for public authorities, who recognise these individuals' positive social impact.
- Addressing sustainability and environmental issues has become a uniting force, and allows a National Olympic Committee (NOC) to work with sports and governmental stakeholders towards common goals.