NOC Sustainability Project

SUSTAINABLE SPORT & ENVIRONMENT TOOLKIT
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.

“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

The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.
THE UOC HAS DEVELOPED A TOOLKIT THAT ENCOURAGES ENVIRONMENTAL SUSTAINABILITY IN THE UGANDAN SPORTS COMMUNITY

The Uganda Olympic Committee (UOC)’s Sport and Environment Commission has produced a toolkit for national stakeholders and National Federations (NFs) that explains the environmental issues connected to sport, and how to implement appropriate measures. The toolkit is a response to the UOC’s concerns about the negative impact that sport can have on the environment, as well as the impact of a degraded environment on athletes. The toolkit was launched in 2015 and guides the Ugandan sports community – in particular the 23 NFs – to integrate environmental sustainability into sport. The toolkit comprises four sections, each of which describes environmental issues and proposes concrete actions to address them:

• Sport and environmental sustainability: Energy efficiency, air/water quality, waste management, mobility, events;
• Sports events and sustainability: Site selection and construction, venue management, transport;

“ABOVE ALL, THIS TOOLKIT WILL EMPOWER ATHLETES, COACHES, SPORTS ADMINISTRATORS AND SPORTS FRIENDS TO CHAMPION SUSTAINABLE DEVELOPMENT THROUGH CREATING AWARENESS IN SPORT. WE MUST TAKE CAUTION THAT CLIMATE CHANGE IS REAL, AND HENCE, WE HAVE TO USE SPORTS AS A VEHICLE TO PROTECT THE EARTH.”

WILLIAM BLICK, UOC PRESIDENT
and accommodation, catering, waste recycling, marketing and communication;

- **Sport for sustainability:** Creating awareness of environmental sustainability through cultural and educational activities; and

- **The sports community:** Sport and Environment Ambassadors.

The UOC supports NFs in the implementation of the toolkit by organising activities and follow-up workshops with them to discuss environmental issues in greater depth. Both government bodies and the private sector participate, facilitating partnerships to work on common environmental goals. The latest workshop took place in April 2018 to address shortfalls in waste management and following the application of the 3Rs principle (reduce, reuse, recycle), namely by:

- re-using plastic waste such as drink bottles;
- collecting and selling metallic waste to recycling companies;
- re-using biodegradable waste in organic manure preparation; and
- recycling biodegradable waste to create energy-efficient fuels.

The UOC also encourages NFs to rely on their Sport and Environment Athlete Ambassadors to promote the toolkit’s messages. As athletes and role models, the Ambassadors have an important role to play in raising awareness and motivating their communities to get involved.

### LESSONS LEARNED

- The toolkit is best deployed through activities and workshops, which facilitate direct interaction with NFs, athletes and spectators.
- Workshops are the most effective activation tool as the presence of NFs and representatives of governments and the private sector encourages partnerships for common goals.
- Cleaning and recycling activities during sports events, together with sustainable merchandising (e.g. souvenir t-shirts displaying sustainability messages) are the best way of raising public awareness.

### EVALUATION

The UOC uses the toolkit to encourage the sports community to adopt more environmentally conscious actions. It helps NFs by guiding them through different areas in which they can implement concrete environment-friendly activities. The follow-up workshops, as well as the Sport and Environment Ambassadors, play an invaluable role in raising awareness around environmental issues and inspiring concrete actions by the Ugandan sports community.