UNITING SPORT FOR CLEAN SEAS

NOC and IF Sustainability Project
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
The Clean Seas campaign was launched in February 2017 to increase global awareness of the marine litter issue, and to implement measures that address gaps in waste management.

Oceans are one of Earth’s most precious natural resources, covering over 70 per cent of our planet’s surface. They are responsible for producing oxygen, cleaning the air and regulating the weather. Around 80 per cent of litter originates from land-based activities and ends up in our oceans. Littering causes pollution and alters the properties of the water, harming marine wildlife, depleting fish stocks, and impacting global economies.

The International Olympic Committee (IOC) has already begun reducing waste at the IOC headquarters and The Olympic Museum and is committed to increasing responsible material use at IOC events by 2020. In Oceania – a region that experiences first-hand the effects of marine litter in the oceans – coastal clean-ups, campaigns and education programmes have already been launched with support from Olympic Solidarity funding.

**OBJECTIVES**
The Clean Seas campaign aims to:
- Raise awareness and tackle the global issue of marine litter.
- Encourage the sports community, athletes and the general public to take part in the initiative and join efforts to achieve greater results.
Making a pledge to the UN Environment’s Clean Seas programme is another important example of how the IOC is implementing its Sustainability Strategy. Reducing our reliance on single-use plastics is vital in the efforts to combatting the detrimental effects of plastic pollution.

Erik Solheim, Executive Director, United Nations Environment

“Marine plastic pollution is a global problem that needs global solutions. Through the #CleanSeas campaign, UN Environment is bringing together countries, companies and citizens who are committed to protecting our oceans.”

IOC Clean Seas Ambassador and Chair of the ISA Athletes’ Commission, Justine Dupont (FRA)

“I believe that big changes start from the bottom up, so we can all take little, yet important, steps to protect our oceans for future generations to enjoy.”

Marine litter is not an issue exclusive to water sports; it is the responsibility of the entire Olympic Movement. Accordingly, a range of international sports governing bodies – the International Association of Athletics Federations (IAAF), the International Canoe Federation (ICF), the International Golf Federation (IGF), the International Ice Hockey Federation (IIHF), the International Surfing Association (ISA), the International Triathlon Union (ITU), World Rugby and World Sailing (WS) – as well as National Olympic Committees (NOCs) in Europe and Oceania have teamed up with the IOC and committed to Clean Seas. A number of the IOC TOP Partners, such as Coca-Cola, Procter & Gamble and Dow, are also playing their part and have engaged in their own activities to reduce marine litter.

The pledge to the Clean Seas campaign engages sport with a more responsible approach to waste management and contributes directly to the sourcing and resource management focus area of the IOC Sustainability Strategy.

EVALUATION

This joint effort enables the Olympic Movement to confront one of Earth’s most significant environmental issues. Sport comes together to engage with the public and raise awareness of the necessity of reducing waste, and to actively improve resource management processes. This initiative also inspires others to join the campaign, promotes interaction with different stakeholders, and initiates change by guiding sports organisations to adopt a global sustainable agenda.

You too can play your part and join the campaign at www.cleanseas.org

LESSONS LEARNED

• By working collaboratively, UN Environment and the IOC – together with NOCs, IFs and TOP Partners – tackle environmental challenges related to sports and implement collaborative solutions, while inspiring other stakeholders to join this and similar initiatives.

• Uniting the vast global sporting audiences creates opportunities to reach millions of people with powerful messages.

• Creating alliances and leveraging partnerships is key.