NOC Sustainability Project
MONTENEGRIN NOC
GREEN GAMES
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).

**THE MONTENEGRIN NOC IMPLEMENTED A SUSTAINABILITY PLAN AHEAD OF THE GAMES OF THE SMALL STATES OF EUROPE 2019**

**OBJECTIVES**

The Green Games project, launched by the Montenegrin NOC aimed to:

- Implement concrete environmental standards at sporting events.
- Raise awareness on sustainability among the sports community.
- Encourage other organisations and individuals within sport to take similar initiatives.

On 1 May 2018, the Montenegrin National Olympic Committee (MOC) launched its Green Games programme. The programme was implemented for the first time when the country hosted the Games of the Small States of Europe (GSSE) from 27 May to 1 June 2019. Green Games was based on four pillars:

- Environmental standards for sporting events.
- Sustainability education.
- Promotion of the Green Games initiative through a communication campaign before and during the GSSE.
- Concrete sustainability actions to be implemented during the GSSE.

Having first signed a memorandum of cooperation, the MOC, the United Nations Development Programme (UNDP) office in Podgorica and the Montenegrin Ministry of Sustainable Development & Tourism then set up a close partnership to create environmental standards for sporting events that included detailed sustainability guidance and instructions for organisers. The collaboration also produced educational material that was used to show the public how they could select transport and accommodation according to sustainability.
BENEFITS

• By collaborating with national governing bodies, an NOC can help to create environmental standards for national sporting events.
• Implementing a sustainability project in the context of a large sporting event is an efficient way to send messages to a wide audience.
• By defining sustainability guidelines, an NOC can inspire and encourage others.

With the help of the UNDP, 2,500 bottles made of sustainable plant materials were provided for the event in order to reduce plastic waste.

EVALUATION

Having acknowledged the importance of sustainability, the Montenegrin NOC gave great visibility to the Green Games project before and during the GSSE 2019, and successfully achieved the project’s objectives. Volunteers and NFs were educated as planned, and the environmental impact of the GSSE was reduced. Future organisers of sporting events will be able to adopt the environmental standards created by the programme.

Several initiatives promoted the programme:

• The UNDP, the Ministry of Sustainable Development & Tourism, athletes and volunteers presented the main themes of the initiative on television shows dedicated to the GSSE.
• A total of 1,455 athletes and visitors visited a Green Games stand at the GSSE and took part in a quiz to test their environmental knowledge.
• With the help of the UNDP, 2,500 bottles made of sustainable plant materials were provided for the event in order to reduce plastic waste.

• During the GSSE, 23 sustainability workshops were held with the help of UNDP, the Ministry of Sustainable Development & Tourism and the Volunteers 2019 non-governmental organisation, educating 453 volunteers and the nine National Federations (NFs) that organised the sport competitions on good environmental practices.
• Several initiatives promoted the programme:

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