

IF Sustainability Project
**IAAF-UNEP CLEAN
AIR PROJECT**

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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



THE IAAF HAS LAUNCHED A GLOBAL INITIATIVE TO HELP FIGHT AIR POLLUTION

In 2018, the International Association of Athletics Federations (IAAF) agreed a partnership with UN Environment to pilot a worldwide air-quality monitoring network that could link 1,000 athletics tracks worldwide. According to the World Health Organization, air pollution is responsible for around seven million deaths every year and 91 per cent of the world's population breathes non-compliant air. Even more alarmingly, 1.8 billion children breathe air so polluted that it puts their health and development in serious jeopardy.

The IAAF has taken up the challenge to help mitigate the issue by using sport, athletes and infrastructure to advocate for better air quality. At a time when physical activity is more popular than ever, running in a polluted environment can have a negative impact on health. It is estimated that 6 per cent of the world's population of 7.6 billion runs regularly, a figure expected to rise to more than 10 per cent in the next few years. A one-year air-quality pilot initiative is currently under way in five stadiums around the world; and at the IAAF World Relays in Yokohama, Japan in May 2019, the IAAF undertook its first study

OBJECTIVES

Created in collaboration with UN Environment and supported by the Climate & Clean Air Coalition, the IAAF Air Quality Project aims to:

- Study the correlation of air quality on athletes' performance with a view to creating guidance for the worldwide running community.
- Raise global awareness of air quality and athlete health and performance.
- Work with local and national governments, along with international NGOs and partners, to establish a worldwide air-quality monitoring network with a real-time global air-quality database.
- Use this network to help runners worldwide to choose the healthiest time to exercise in their cities.



Photography © IAAF



on the correlation between environmental and clinical research and its impact on athletes' health and performance.

There have been some significant developments since the initiative was launched. In July 2019, the Herculis IAAF Diamond League event at the Stade Louis II in Monaco became the first athletics event to display live air-quality data. Monaco, where the IAAF is based, also became a BreatheLife city in June 2019, committing to reduce air pollution by 2030. And in August 2019, the Maratón Ciudad de México in Mexico City became the first marathon to measure air quality during the entire race. With the United Nations declaring air pollution as one of its

themes in 2019, these accomplishments demonstrate the power of sport in igniting social change.

EVALUATION

The IAAF is engaging other stakeholders and implementing partnerships with its member federations, non-governmental organisations (NGOs), and local and national governments. It is also engaging the running community to increase the scope of the initiative and thereby contribute to raising greater awareness about the importance of clean air. The next steps are for the IAAF to review analysis from the one-year pilot, foster sponsorships and conduct a second clinical/environmental study with athletes at its World Indoor Championships in March 2020.

“WE ARE DELIGHTED TO JOIN FORCES WITH UN ENVIRONMENT... TO HELP TACKLE THIS SILENT KILLER. WE HOPE THAT GOVERNMENTS, COMMUNITY LEADERS AND THE PUBLIC TAKE A GREATER INTEREST IN WHAT AFFECTS EVERY BREATH THEY TAKE.”

SEBASTIAN COE, IAAF PRESIDENT

BENEFITS

- An IF can take a global leadership role in topics concerning athletes health.
- Collaborating with NGOs and governments can help an IF to tackle an environmental issue.
- Sport venues can be used to safeguard the health and performance of athletes and local communities.
- Real-time data can assist the public in making informed decisions regarding their health and physical activities