NOC Sustainability Project

OLYMPIC ECO-FEST IN MOLDOVA
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.

“The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.

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 NOC OF MOLDOVA SPREADS THE SUSTAINABILITY WORD THROUGH THE OLYMPIC ECO-FEST**

**OBJECTIVES**
The Olympic Eco-Fest in Moldova was designed to:

- Raise awareness of the benefits of sport for healthy living and well-being.
- Educate and promote sustainability through sport.
- Celebrate sport and demonstrate how it can drive social and environmental change.

On 29 September 2018, the fourth edition of the Olympic Eco-Fest took place in Chişinău, the capital of Moldova. Welcoming around 5,000 participants, the event took place during the European Week of Sport, which promotes sport and physical activity across Europe.

The Olympic Eco-Fest was organised by the National Olympic Committee of the Republic of Moldova (NOSC) in partnership with the Ministry of Education, Culture & Research, National Federations (NFs) and the Foundation of Olympic Champions of Moldova and was fully sustainability-oriented. The organisers aimed to educate schoolchildren, students and adults about sustainability, underlining the role that sports organisations can play to help solve environmental problems and promote the importance of sport for well-being.

The event featured several activities that encouraged participants to take part in sport, with beach soccer, canoe, running, tennis and volleyball activities organised with the help of the respective NFs. The public planted...
more than 100 trees in the Valea Morilor Park where the Olympic Eco-Fest took place, raising awareness about sustainability and making their own positive contribution to the local ecosystem. In addition, workshops and panel discussions explained how the public could adopt good environmental practices – for example, using natural products instead of chemical detergents – and showed the benefits of sport activities on physical and mental health.

Following the success of the Olympic Eco-Fest in 2018, a fifth edition was organised on 28 September 2019 and included a number of new activities:

- The nearby beach and forest were cleaned, increasing the scope of the event’s positive environmental impact.
- A special area was set aside for environmental organisations to present organic products to the public.
- Birdhouses were painted by children and young people and then fitted by athletes to trees.

**EVALUATION**

The motto of Olympic Eco-Fest, “Practising Sport in a Natural and Clean Environment”, highlights the event’s focus on sustainability. Having collaborated with the government, NFs and the Foundation of Olympic Champions, NOSC has teamed the values of Olympism with robust environmental practices, and demonstrated sport’s potential to be a catalyst for change in sustainability.

**THE EVENT HAS ALREADY BECOME A TRADITION WITH MANY PARTICIPANTS EVERY YEAR. PEOPLE KNOW THE EVENT AND ARE AWARE OF THE ENVIRONMENTAL CAUSE THAT THE OLYMPIC ECO-FEST IS SUPPORTING.”**

NICOLAE JURAVSCHI, PRESIDENT OF THE NATIONAL OLYMPIC COMMITTEE OF THE REPUBLIC OF MOLDOVA

**CONTACT:** Cristina Vasilianov, NOSC Secretary General international@olympic.md

**BENEFITS**

- Through sport, an NOC can educate local communities and positively encourage healthy living.
- An NOC can show leadership by working together with governments, NFs and Olympians.
- A sporting event can promote both sport and good environmental practices, setting a national example in sustainable development.
- A sporting event can raise the profile of an NOC within its local communities.