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 FIA AND EVENT ORGANISERS WORKED TO MAKE THE WRC RALLY DE PORTUGAL MORE SUSTAINABLE THAN EVER

Thanks to continued support from the Fédération Internationale de l’Automobile (FIA) through its Environmental Accreditation Programme, the 2019 FIA WRC Rally de Portugal was the most sustainable in the event’s history. Since 2016, the rally has adhered to the FIA Environmental Accreditation Programme, created to help motorsport stakeholders worldwide measure and enhance their environmental performance.

Working in close cooperation with the organisers of the event, the FIA offered its assistance and expertise to help the Portuguese stage of the world championship maintain the three-star FIA Environmental Accreditation certification it has achieved as part of the programme since 2017.

With one million spectators expected to attend, waste management was identified as a key challenge. In cooperation with municipal authorities and other local partners and suppliers, the event’s organisers implemented a robust recycling and waste management campaign in partnership with the Portuguese Environment Agency. Launched on International Recycling Day, the initiative saw all event volunteers trained on the importance of recycling. And in schools across eight neighbouring villages, the message was spread among children and young people through a Rally Recycling Game.

To assess the 2019 WRC Rally de Portugal’s compliance with the FIA’s Environmental Accreditation Programme,

**OBJECTIVES**

Through its Environmental Accreditation Programme, the FIA aims to:

- Reduce the environmental impact of World Rally Championship events.
- Raise awareness among the sports community of the importance of taking care of the environment.
- Inspire the sports community to take further action on sustainability.
and renew the event’s three-star certification, the FIA carried out an audit of the organisers’ sustainability actions. Factoring in the event’s progressive waste management and recycling programme, the FIA concluded that the 2019 WRC Rally de Portugal had achieved new levels of sustainability.

EVALUATION
The 2019 edition of the WRC Rally de Portugal was a positive example of how a joint collaboration between an IF and its event organisers can deliver the FIA’s Environmental Accreditation Programme, which is now followed by the entire World Rally Championship series. Led by its President Felipe Calderón, the FIA Environment and Sustainability Commission highlighted the programme’s success, adding that it should serve as a springboard to promote sustainability at other FIA motorsport events.

“WE ARE VERY PROUD THAT WE ARE SETTING AN EXAMPLE FOR ENVIRONMENTAL WORK WITHIN THE FIA WORLD RALLY CHAMPIONSHIP, AND WE WILL CONTINUE TO DO THIS WITH OUR FANTASTIC TEAM. WE ARE ALL DOING A JOB TO MAKE FOR A BETTER AND MORE SUSTAINABLE WORLD.”
CARLOS BARBOSA, FIA WORLD RALLY CHAMPIONSHIP COMMISSION PRESIDENT

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BENEFITS
• By implementing a programme for event organisers and collaborating with them throughout the lifecycle of an event, an IF can push for higher standards in sustainability.
• Working collaboratively with local communities can help an IF implement sustainability best practices during events.
• By introducing a long-term sustainability strategy, IFs can demonstrate leadership and influence, and generate a positive response around their events.