NOC Sustainability Project
AS SUSTAINABLE AS POSSIBLE
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.

NOC AND IF SUSTAINABILITY CASE STUDIES

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).

**UN SDGs**

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**IOC FOCUS AREAS**

- Infrastructure & Natural Sites
- Sourcing & Resource Management
- Mobility
- Workforce
- Climate

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**NOCs JOIN FORCES TO CREATE INTEGRATED SUSTAINABILITY STRATEGIES**

As Sustainable As Possible (ASAP) is a European based, National Olympic Committees’ (NOCs) mentorship and development programme on sustainability matters. Building bridges among organisations, the programme which started in 2020 and will span over a three-year period, is aimed to guide mentees into the creation of integrated sustainability strategies while giving mentors the chance to refine their own.

The ASAP consortium is comprised of six NOCs who will collaborate on a mentorship relationship. The German Olympic Sports Confederation, the National Olympic Committee and Sport Confederation of Denmark and the Finnish Olympic Committee serve as mentors to the Slovak Olympic and Sport Committee, the Hungarian Olympic Committee and the Czech Olympic Committee, who also serves as the coordinator for this project. The programme is co-funded by the Erasmus+ Programme of the European Union, supported by the IOC and is in close cooperation with the European NOC Sustainability Working group that gathers 12 European entities.

The project, in line with the United Nations Sustainable Development Goals (SDGs), shows how partnerships for the goals, SDG number 17, can be a strong catalyst for collaboration leading to sustainable development. Organisations which might be ahead can support others while gaining insights in the process to further refine their own practices.

The project has a two-fold goal. Firstly, to translate guidelines, recommendations and best practices into a practical integrated approach to sustainability that mentees can implement, while allowing mentors the chance to further expand their expertise. Secondly to share this knowledge and experience with other sport organisations in order to maximise the positive impact of this process.

ASAP will focus on three main groups of activities:

- **Training** managers and creating basic education materials that could then be re-used, including an organisational screening questionnaire for NOCs and umbrella sport organisations to establish...
“THROUGH THE MEDIUM OF SPORT WE HAVE AN OPPORTUNITY TO INFLUENCE MANY PEOPLE IN AREAS NOT JUST LIMITED TO PHYSICAL ACTIVITY. WE ARE GLAD THAT WE HAVE THE OPPORTUNITY TO LEARN FROM THE BEST.”
MS. JANA JANOTOVÁ, CZECH NOC INTERNATIONAL RELATIONS AND ASAP PROJECT MANAGER

baseline conditions for a sustainability strategy;

- **Development** of sustainability strategies for mentees including the organisational level, projects and events. Mentors in the process will be able to refine their strategies and work together on the creation of templates, documentation and case studies for other umbrella organisations that wish to approach a sustainability strategy; and

- **Communication and advocacy** to raise awareness about the immediate need for a sustainability approach and its benefits, share the results of the project by establishing national and international leadership in sport and towards the general public and create a pool of experts to build further on their experience.

The outcomes of ASAP are expected to have a direct impact on the participating organisations but leave a legacy for other umbrella organisations in order to support their own paths in sustainable development.

**EVALUATION**

ASAP is a three-year mentorship programme by six Europe based NOCs. Co-funded by the European Union and in close cooperation with the IOC, the programme is designed to catalyse the power of partnerships in the pursuit of sustainable development. While the programme has a direct goal of bridging the gaps between mentors and mentees and support the creation of concrete strategies, it was also designed to leave a positive legacy that can be leveraged, and even replicated, by other organisations on a global scale.

**BENEFITS**

- Through partnerships with others, NOCs, IFs and all types of organisations can create chances for mutually beneficial relationships with short-term defined goals and often find long-term unexpected opportunities.
- The outcome of ASAP will have a direct impact on the partnering organisations but also benefit the broader community with documentation and guidelines that others will be able to use on their own paths to sustainability.
- Through the leadership of ASAP, this collaboration model can serve as inspiration to other regions in promoting partnerships that might include local and regional sources of funding.