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
WORLD SAILING SUPPORTS THE YOUNGEST SAILORS WITH A NEW SUSTAINABILITY EDUCATION PROGRAMME FOCUSED ON THE ENVIRONMENT

On the 2020 World Ocean Day, World Sailing presented a wide-reaching sustainability education programme in line with the federation’s Sustainability Agenda 2030 goal to broaden the knowledge of all sailors on sustainability issues which relate to their sport. This includes recognising the elements that can affect the sport and those which, in some cases, the sport can positively contribute to.

The Sustainable Education Programme was developed by the federation together with The Ocean Race and in partnership with the World Sailing Trust and 11th Hour Racing, capitalising on the success of their own programme in the 2017-2018 edition of the race.

This new programme is tailored to age groups 6-8yrs, 8-10yrs and 10-12yrs to be delivered at a grass roots level in order to create awareness among the younger sailor groups and inform better choices.

The materials were structured combining key sailing terminology with environmental issues. This comprehensive set of resources is split into six topics:

- Race with World Sailing
- Resources & Climate Change

“IT WAS REALLY INTERESTING TO LEARN ABOUT HOW WE CAN SAVE OUR ENVIRONMENT. IT IS REALLY IMPORTANT WE LEARN AND CHANGE OTHERWISE WE WILL KILL EVERYTHING IN THE SEA.”

EDWARD, AGED 8, FROM DRAYCOTE WATER SAILING CLUB
The content was made available in eight languages and planned to be further translated to become the most translated educational material put forward by the federation.

The materials were offered free to use and white labelled so that national federations could rebrand the resources. This means rebranding the materials is possible. The International Optimist Dinghy Association, the largest youth sailing class in the world, also distributed the material amongst its 110 international members.

**EVALUATION**

Through the wide language availability and the innovative white label approach, 25 national authorities formally adopted the educational materials in the first months of the resources being launched. It is expected that through the national federations 500,000 children will use the resources annually.

“There are a number of threats ranging from plastic pollution to climate change that our sport will suffer from and potentially contribute to. The educational resources educate young sailors about global issues with local solutions whilst also learning more about the sport.”

DAN READING, WORLD SALING HEAD OF SUSTAINABILITY

**BENEFITS**

- The reach of this project demonstrates the capacity of an international federation in influencing sustainability across the sport which can help in securing funding for future projects through foundations, philanthropic funds or sponsorship.
- Focusing on delivering value to members federations, this initiative strengthens the relationships between the IF and its members.
- The unique reach of this initiative should encourage any federation to offer materials in multiple languages and whenever possible open for rebranding to gain endorsements and extend its reach.