IF Sustainability Project
WORLD ARCHERY
AIMING FOR SUSTAINABILITY
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.

“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 ARCHERY TAKES SUSTAINABLE DAILY DECISIONS WITH LONG-LASTING IMPACT

Sustainability is that, when making decisions, we ensure feasibility, and we seek to maximise positive impact and minimise negative impact in the social, economic and environmental spheres. In practice, sustainability is about how you work and make decisions.

Many decisions are taken daily that can have profound long-lasting impact. World Archery, a signatory of the UN Sports for Climate Action framework, has embarked on a mission to reassess their operations to find ways in which daily decisions and actions are contributing factors to a more sustainable sport.

At a federation level, every action can have a direct impact but also hold a highly symbolic power and deliver a strong message of awareness and motivation to all stakeholders.

World Archery’s impact assessment has identified, and therefore set their focus on, three key areas:

- **Water:** Moving further away from plastic bottles and adopting the use of water fountains at events instead. At the 2019 World Archery Youth Championships in Madrid, the largest in the event’s history, setting up 36 water fountains on the competition field meant the equivalent of up to 20,000 plastic bottles of water were consumed without a single piece of waste. The event delivered reusable bottles together with the welcome packs that participants could use at the event and beyond.

- **Transportation:** A conscious and consistent approach has been adopted. At World Archery’s headquarters, staff are incentivised with a half-rate public transportation card that can be used for commuting and off-work transportation while

**OBJECTIVES**

By having a conscious approach to sustainable daily operations World Archery seeks to:

- Take proactive action in reducing their environmental footprint.
- Create awareness and inspire their stakeholders to integrate sustainability in daily decisions.
- Adopt a more conscious approach to consumption and production patterns.

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).
remote work is offered to reduce that need even further. The federation also has an electric powered vehicle for official transportation. For events, including staff and broadcasting teams, local or regional people are favoured in order to avoid and reduce flights, accommodation and other travel related emissions. Following a similar trend, committee meetings, judges and coaches’ seminars are now held online due to travel restrictions but being considered as long-term solutions.

**Waste Management:** Reutilising accreditation cards over two seasons produced a 41% reduction in new plastic accreditations. During two seasons of World Cup and World Championships (2018-2019) World Archery would have had to produce 5,475 accreditations for athletes, officials and staff. By re-using the accreditation for the same person over the events the federation managed to avoid the production of 2,270 new accreditations.

By working on reducing World Archery’s footprint and being conscious about the environmental impact, they have also generated substantial cost savings across the board. By eliminating the need for plastic bottles, there’s a reduced cost in waste collection and management and a further sponsorship and education opportunity through the introduction of a reusable bottle. Through the encouragement of public transportation and favouring local staff and suppliers, commuting times and travel costs are significantly reduced. By reusing accreditations, there are savings both on new accreditations and on administrative costs to process those new credentials. Sustainability opens opportunities when approached in a systematic manner.

**EVALUATION**
Through reassessing of daily decisions, World Archery has found practical ways to reduce its footprint, favour local communities and create cost saving opportunities, making sustainability work on an environmental, social and economic way.

**BENEFITS**
- Sustainable thinking, mostly perceived in association with higher cost structures, can instead lead to cost savings.
- There are no small actions when thinking in a sustainable fashion. What might seem a small decision can have far-reaching and long-lasting effects on the behaviour of others.

**“BY TAKING ACTIONS IN OUR DAILY OPERATIONS, INTERNALLY AND IN OUR EVENTS, WE MAY HAVE RELATIVELY LITTLE IMPACT IN TERMS OF WORLDWIDE ACTUAL EMISSION SAVINGS, BUT THEY CAN BE SYMBOLICALLY POWERFUL AND THEREFORE GOOD FOR RAISING AWARENESS, MOTIVATING PEOPLE AND JUST SENDING THE RIGHT MESSAGE.”**

MR. TOM DIELEN, WORLD ARCHERY SECRETARY GENERAL