



# NOC SUSTAINABILITY PROJECT NOC SUSTAINABILITY ROADMAP



# NOC AND IF SUSTAINABILITY CASE STUDIES

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 contribute to the holistic integration of sustainability and should be continued.

These case studies, which now also showcase the best practices of National Olympic Committees (NOCs), form part of a strategic support system made available 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 establishing, designing and developing 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 SDGs.

## IOC FOCUS AREAS



## UN SDGs



# THE SUCCESSFUL CONCLUSION OF "ASAP" DELIVERS A ROADMAP TO SUSTAINABILITY

The "As Sustainable As Possible" (ASAP) project was launched in 2020 as a three-year mentorship programme on sustainability matters. Co-funded by the European Union and carried out in close cooperation with the IOC, the project had the goal for the "mentee" NOCs (Czechia, Slovakia and Hungary) to adopt guidelines, recommendations and best practices from the "mentor" NOCs (Germany, Denmark and Finland) in order to develop integrated sustainability strategies in their organisations.

The NOCs have been tracing and documenting their progress throughout the entire journey, in order to provide a roadmap with concrete actions and support other NOCs in the development of their own sustainability strategies. After almost three years of intensive work in the framework of the project (and the many more years of efforts on sustainability in the case of the mentors), the ASAP team has great results to share and exchange with other sports organisations.



## The ASAP project outcomes:

The ASAP Roadmap offers a process-based framework and guidance for the creation of a fully-fledged Sustainability Strategy. This is enhanced by the ASAP Toolbox, a set of useful tools which aim to further facilitate the process: an NOC strategy template, a "Making the Case" document presenting the benefits of integrating sustainability, an "Introduction to Sustainability" model training programme, organisational screening tools, materiality assessment tools, and a sustainability communications cheat sheet.

While primarily drawing on the expertise and experiences of Olympic Movement stakeholders (IOC, NOCs and IFs), the Roadmap can be used by any sports organisation. Moreover, it provides enough flexibility for each organisation to adapt the process to the national context or the specific situation in which it operates.

## OBJECTIVES

- For the mentee NOCs: to create, adopt and implement their own comprehensive sustainability strategies in the organisation.
- For the mentors: get inspired by their peers and other NOCs and use the network that was created to improve their own operations and their own sustainability plans and strategies.
- Build leadership by exemplary sustainability action both in sport and the broader community.
- Collectively share knowledge and experiences to leave a positive legacy that can be replicated by the Olympic Movement and other sports organisations, maximising the positive impact of this process.

## Guiding sports organisations in the adoption of sustainability strategies:

- The ASAP Roadmap encourages organisations to start by asking themselves the fundamental question of what sustainability means to them, and to reflect on the main reasons for them to embark on the sustainability journey.
- Organisations must also get the leadership on board and commit formally to sustainability, including it in their foundational documents (statutes, mission, vision, etc.).

- For the internal organisation of the process, the Roadmap provides guidelines on the allocation of appropriate human and financial resources, staff training and feedback systems.
- Regarding the external organisation, the Roadmap recommends engaging stakeholders and experts who are interested in contributing to the pursuit of sustainability.
- Finally, the Roadmap offers a step-by-step “recipe book” to develop the project: create a baseline and set the scene,

determine priority areas and their scope, develop a sustainability vision, create an action plan and a delivery system, and finally adopt the sustainability strategy.

In May and June 2022, the ASAP team shared the main project outputs and working methods with the members of the European Olympic Committees (EOC) Sustainability and Active Society Commission, reaching other European NOCs. Finally, the conclusion of the project was presented at the “Inspiring Sustainability in Sport” ASAP Forum held in October 2022.



*“The main mission of ASAP was to move from ad hoc activities to a strategic approach in which sustainability is a way of working. Step by step, we are trying to change the way we organise events, the way we interact with our stakeholders and society at large, so that we make the world a better place through sport.”*

**JANA JANOTOVÁ, CZECH NOC INTERNATIONAL RELATIONS AND ASAP PROJECT MANAGER**

## BENEFITS

- Have a direct impact on the partnering organisations and also benefit the broader sports community with documentation and guidelines that others will be able to use on their own paths to sustainability.
- Catalyse the power of tangible collaborations in the pursuit of sustainable development, bridging the gaps between mentors and mentees and creating opportunities for mutually beneficial relationships.
- The ASAP collaboration model can serve as inspiration to other regions in promoting partnerships that might include local and regional sources of funding.