



NOC SUSTAINABILITY PROJECT CZECH NOC SUSTAINABILITY STRATEGY



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.



International Olympic Committee

A NEW STRATEGY DEVELOPED IN THE FRAMEWORK OF THE ASAP PROJECT

The Czech Olympic Committee (COC) has released its new **Sustainability Strategy** as one of the outcomes of its participation as a mentee in the **As Sustainable As Possible (ASAP)** project. The Strategy was inspired by the IOC's sustainability guidelines and best practices from the mentor NOCs: Germany, Finland and Denmark.

Sustainability at the Czech Olympic Committee:

The COC has recognised that today's changes and challenges present great opportunities for sustainable growth and development through sport, and thus it is increasing its readiness to take responsible action against the possible negative impacts that the organisation and its activities have on society and the environment. Its new Sustainability Strategy represents the COC's commitment to continuous improvement and provides a roadmap to greater sustainability and accountability in the organisation, focusing on the COC's three main spheres of responsibility and four priority areas, as shown in the graphic.

1. Building an effective, accountable and financially sustainable organisation:

The COC aims to ensure long-term strategic development based on the fundamental principles of Olympism and sustainability, which will enhance its transparency and accountability and the efficiency of its structures and processes.

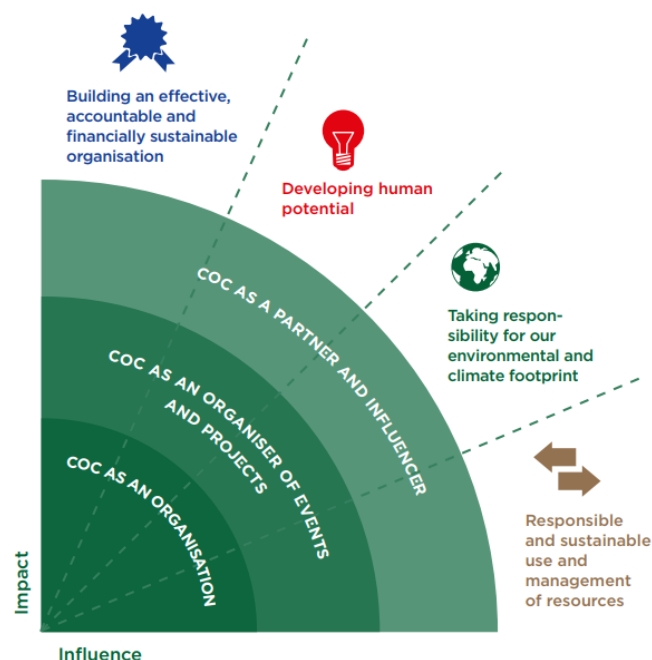
It has already established a working group to revise the COC Statutes and created a new role, Head of Projects, to increase synergies between projects and events. Moreover, it is

involving commercial partners in sport's long-term contribution to sustainable development. The COC has created and sent a "sustainability brief" to current partners of the Czech Olympic team.

2. Developing human potential:

Within the organisation, the goal is to maintain a supportive, safe and inclusive environment and good conditions for staff

development. In sport more widely, the goal is to promote equal access and opportunities, as well as health, safety and well-being. This can be done through education about the Olympic values in all COC events and projects, with initiatives such as the "EDU Zone", which was successfully implemented at the 2020 and 2022 Olympic Festivals.



OBJECTIVES

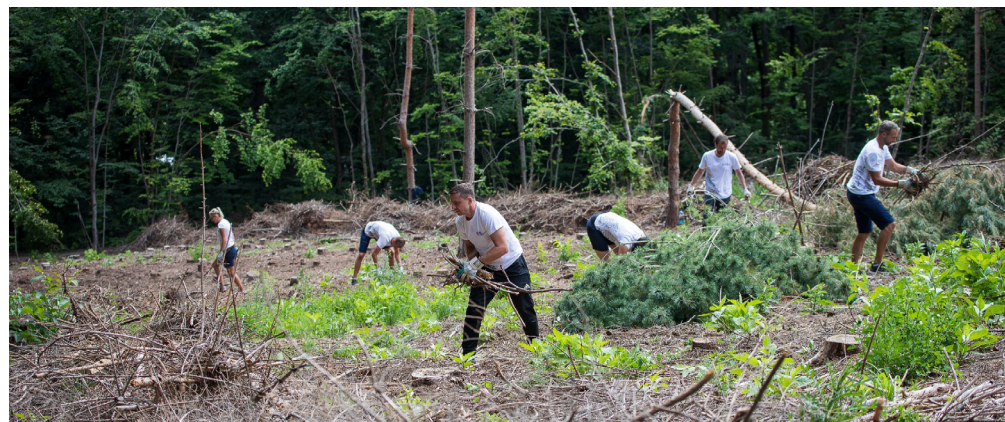
- Play an exemplary role by taking responsibility for the impact of its activities on the climate and nature, and by raising sustainability awareness and promoting education through sport.
- Become a more sustainable, credible and resilient organisation and partner, and create and deepen sustainability cooperation at national and international level.
- Make a concrete contribution to the implementation of Sustainable Development Goals in relation to: education, inequalities, health, resource management and adaptation to climate change.
- Set guidelines to create an environment and conditions in which staff, athletes and participants in projects and events can develop their potential.



International
Olympic
Committee

3. Taking responsibility for its environmental and climate footprint:

The COC aims to reduce greenhouse gas emissions related to its events and projects. For example, it has rented a new warehouse to centralise all storage facilities and streamline logistics processes. Moreover, the COC will contribute to raising awareness of environmental sustainability in sport. For example, it has already added the topic of “climate change and sport” to its Master of Public Administration Programme on Sport Diplomacy. The COC is also testing new approaches in the areas of waste management, catering and low-carbon transport, to ensure that its events are organised in a more sustainable way. In the coming years, the COC will focus on measuring its carbon footprint and devising and implementing a carbon-reduction strategy.



4. Ensuring the responsible and sustainable use and management of resources:

The COC aims to integrate sustainability principles into the procurement of goods and services and will explore opportunities to work with Czech Olympic team partners and suppliers to promote the responsible consumption of resources.

While these initiatives are still to fully take shape, the COC has also launched an information page on sustainability in sport, which will serve as the basis for the development of a fully-fledged platform, and organised a seminar on sustainability in sport for national sports federations.

BENEFITS

- The Sustainability Strategy illustrates how the COC is embarking on a long-term journey towards sustainability, accepting its responsibility for the impacts it has on society and the environment.
- The Strategy reflects how the COC is contributing to key sustainability challenges, the UN Sustainable Development Goals, the priorities of the Olympic Movement and its general responsibility in Czech society and in the Czech sports movement.
- Recognition of the role and potential of sport and the Olympic values to contribute to healthier and happier lives and social cohesion, and thus to combatting global sustainability challenges.



“Sustainable development is a way to become an even better partner for our members, other sports organisations, athletes, coaches, fans and society as a whole. And it is also a way to raise awareness among all these groups about the importance of sustainability in sport.”

JIRÍ KEJVAL, PRESIDENT OF THE CZECH OLYMPIC COMMITTEE