



FIBA

We Are Basketball



International
Olympic
Committee

IF SUSTAINABILITY PROJECT SUSTAINABILITY IN ACTION AT FIBA EVENTS



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.



UN SDGs



FIBA COMMITTED TO DELIVERING SUSTAINABLE TOURNAMENTS

The United Nations recognises sport as being a “key enabler of sustainable development” and, through sustainable global events, sports organisations can deliver on several objectives that align with the UN Sustainable Development Goals. Since the International Basketball Federation (FIBA) became a signatory of the UN Sports for Climate Action Framework (S4CA) in 2020, it has been systematically integrating sustainability throughout its organisation and events. In 2022, FIBA embedded sustainability throughout three of its major events: two FIBA 3x3 basketball competitions and the FIBA Women's Basketball World Cup.

OBJECTIVES

- Embed sustainability throughout FIBA and deliver on the UN Sports for Climate Action Framework.
- Work with key partners to create positive social and economic outcomes for the communities where the events are held.
- Use international competitions as a platform to raise awareness and drive sustainable change globally, across the sport and society.



Two FIBA 3x3 basketball competitions obtained ISO 20121 certification:

Governed by FIBA, 3x3 is an innovative discipline which made its Olympic debut at Tokyo 2020. In 2022, the FIBA 3x3 World Tour and the FIBA 3x3 Asia Cup became the first-ever basketball competitions to be awarded the sustainability standard [ISO 20121](#), an internationally recognised standard which outlines the requirements for an Event Sustainability Management System. ISO 20121 provides specifications that enable organisations to reduce their events' environmental footprint and social impact.

This certification minimises FIBA 3x3's environmental impact and delivers community benefits. Here are some examples of the initiatives implemented:

- Procurement code applied to contractors to ensure **sustainable sourcing** of products and services, with questions on sustainability matters (like the supplier's environment policy and the useful life of the products after the event).

- **Non-disposable equipment** was used for organisations' display stands, and there was no electricity (with one exception) provided to the exhibitors, to increase **energy efficiency**.

- **Reduced single use of plastic** thanks to the drinking water stations installed throughout the venue, where athletes, organisers and spectators could refill their reusable bottles.



“Our event ecosystem, from players to promoters, wanted our events to become more sustainable, so we have been working to create a strategy and a system to deliver environmentally friendly 3x3 events. We are aware that this is a journey, and we are committed to continuous improvement.”

ALEX SANCHEZ, FIBA 3X3 MANAGING DIRECTOR

- Food packaging was reduced and **biodegradable** lunch boxes were offered.

- Boards, branding signage and accreditations were made from **reusable materials**.

- **61% of waste was recycled** thanks to the provision of adequate waste stations with bins clearly marked, informing people about what to throw in which container.

- **Educational programmes** were run during the competitions to raise awareness of the importance of protecting our environment and promote sustainable lifestyles.



The 2022 FIBA Women's Basketball World Cup Sustainability Programme:

FIBA and the Local Organising Committee of the 2022 FIBA Women's Basketball World Cup in Sydney, Australia, integrated the principles of sustainability into the planning and delivery of the event, with the ambition of creating a blueprint sustainability framework as a lasting legacy for future major events.

Guided by the UN SDGs and the S4CA, the sustainability programme was designed around three focus areas: reducing environmental impacts, sourcing responsibly, and inspiring and educating. The efforts resulted in reduced emissions related to waste, transport and energy:

- 12 tonnes of material were recovered and sent for recycling, upcycling or composting.
- 95% of food packaging was compostable.
- 90% of attendees used the train to get to games thanks to free travel provided by the government.
- The close proximity of all the event sites reduced the need for cars and increased pedestrian mobility.



- Branding suppliers applied a circular economy solution to reuse the fabric banners for mattresses and posters.
- Hard-to-recycle materials like leftover lanyards were recycled through Terracycle, an innovative recycling organisation.

To compensate for unavoidable emissions, FIBA purchased the equivalent offsets through verified carbon offset projects to ultimately deliver a carbon-neutral event.

Moreover, the goal of these initiatives was to inspire change and educate the sports community to increase understanding of the importance of sustainability. The legacy documentation from this Women's World Cup will be made available for all future hosts, as well as other major event organisers in Australia.

FIBA is also working on legacy programmes to further enable female empowerment through female-specific participation and female leadership programmes. One example is the "Her Sport Her Way" programme in New South Wales, increasing women and girls' engagement and helping basketball move closer to achieving gender equality.



Another goal is to develop a new generation of female leaders for the sport over the legacy period. This legacy programme serves as a pilot for wider programmes to be rolled out nationwide and internationally.



BENEFITS

- Drive sustainability in the sport by encouraging athletes, fans, partners in the supply chain, event organisers and all other stakeholders to contribute to the initiatives.
- Comply with the goals of the UN Sports for Climate Action Framework, helping to fight climate change by reducing the carbon footprint of FIBA events.
- Gain trust among authorities and partners through better sustainability credentials and inspire other sports organisations to make their events sustainable.