

Achieving SDGs through Sport: Partnerships and institutional responses for greater coherence and effectiveness

Panel 1 - IOC Sustainability Strategy and the Olympic Movement

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PANEL 1: IOC SUSTAINABILITY STRATEGY AND THE OLYMPIC MOVEMENT

Objectives

- Introduce the key elements of the IOC Sustainability Strategy
- Obtain insight in sustainability programmes ran by International Federations
- Understand how the Olympic Movement can contribute to achieving the UN Sustainable Development Goals (SDGs)

Panel members

- Facilitator: Dr Claude Stricker
- Panellists
 - Ms Julie Dufus (IOC)
 - Mr Frederico Addiechi (FIFA)
 - Mr Dan Reading (World Sailing)
 - Ms Gloria Scarano (UIAA)
 - Ms Delphine Schmutz (World Taekwondo)

Biographies

Mr Frederico Addiechi - Head of Sustainability and Diversity, FIFA

Federico Addiechi is responsible for sustainability at FIFA and reports to the Secretary General. Federico worked in various capacities in the sports industry before joining FIFA in 2003 to take charge of the CSR and humanitarian activities of world football's governing body and of its relationship with the United Nations system and non-governmental organisations. In his role as Head of Sustainability & Diversity, Federico has initiated and implemented programmes to address issues ranging from social development through football, child labour, human rights and labour rights to climate protection, waste management, accessibility for fans, discrimination and green stadiums.

As a former professional volleyball player (Argentinian national team; Italian and Swiss leagues) and through his current role as a board member of the Swiss Volleyball Federation, he has an intimate knowledge of the world of sports administration and competition management as an athlete, manager and official.

Ms Julie Duffus - Olympic Movement Sustainability Manager, IOC

Julie Duffus is an experienced chartered sustainability professional with over 20 years in the international field. She has worked, and continues to work, on a series of high profile projects, including working directly with two Olympic Games and now works for the International Olympic Committee as their Olympic Movement Sustainability Manager. Julie has facilitated

workshops and been invited as guest speakers at international conferences and has facilitated strategic meetings with federal governments, NGOs and opinion formers. She has a thorough understanding of how societies and their institutions, economies and environments interact to influence sustainable development and the adaptability of livelihoods and communities to both environmental and political change. She has lived and worked in Europe, East Africa, North and South America and the Bahamas.

Mr Dan Reading - Sustainability Programme Manager, World Sailing

Dan Reading manages World Sailing's sustainability programme after spending 9 years at the Royal Yachting Association and British Marine (the marine trade association) on a collaborative environmental programme.

Dan was Sailing Sustainability Manager for the London 2012 Olympic and Paralympic games and has worked with several organisations implementing sustainable event management systems, including Land Rover Ben Ainslie Racing and the Weymouth and Portland National Sailing Academy. He has also worked with the wider marine industry on sustainability initiatives.

He is a Chartered Environmentalist and full member of the Institute of Environmental Management and Assessment.

Ms Gloria Scarano - Mountain Protection Coordinator, UIAA

Gloria Scarano manages mountain protection projects, which combines environmental sustainability with outdoor activities and sports. She has been working in the communication sphere in international companies and organisations for more than 10 years, during which she kept developing her skills with courses in project management, workshops in marketing for NGOs and NPOs and taking part in volunteering projects for international cooperation. In 2006, she worked as event organiser for the Turin Winter Olympic Games and since then she participated in several sports and youth seminars around Europe. Gloria speaks five languages, most of them learnt by living or traveling abroad.

Delphine Schmutz - Office Manager, Taekwondo Humanitarian Foundation

Delphine Schmutz holds a Bachelor Degree in Political Science and International Relations from the University of Lausanne and the University of Kent, Canterbury, and postgraduate degrees in both Digital Communication from the University of Geneva, and in Sports Management from IDHEAP. After gaining field experience in environment protection, human rights and refugee rights advocacy, she started working in international sports in 2009, first in communications then in project management. Delphine has been involved with World Taekwondo's creation and operation of their Taekwondo Humanitarian Foundation since the beginning, and is currently managing the activities of the Foundation from its Lausanne office.

Dr Claude Stricker - Executive Director, AISTS

Claude Stricker holds a PhD in Economics from the University of Lausanne, a Master of Advanced Studies in Business Information System, a Master of Science in Management and a Bachelor Degree in Sport and Physical Education. Claude Stricker has a long experience in sport as an international competitor racing in alpine skiing, as well as a coach and technical

director of ski associations. He was member of the Swiss national alpine ski team and participated in three Winter Universiades as an athlete. Before joining AISTS, Dr Stricker was Professor in management of information systems at the Swiss University of Applied Sciences and research associate at EPFL. Dr Stricker's fields of applied research and consulting to sport are management and economics. Current and past affiliations include the reforming committee of the AIBA (International Boxing Association) and strategic advisory group of the UCI (International Cycling Union) Director general. He led economic impact studies conducted by the AISTS on all international sport organisations based in Switzerland and for various international sport events.

BACKGROUND INFORMATION

Fédération Internationale de Football Association (FIFA)

FIFA is an association governed by Swiss law founded in 1904 and based in Zurich. It has 211 member associations and its goal, enshrined in its Statutes, is the constant improvement of football.



Sport: Football

FIFA's Sustainability Activities Focus on:

FIFA aims to lead by example and work with its Member Associations and partners to develop football and have a positive impact all over the globe. The principles and standards of corporate sustainability that are applied by multinational enterprises provide the framework to support FIFA in achieving its mission of developing football in the best possible manner and organising more sustainable tournaments.

The application of the framework leads to better performance, reduced risks, more responsible operations and continuous improvement of processes to deliver tailor-made football activities around the world and take strategic actions that benefit football, its stakeholders as well as society at large.

Following a selection of the key topics managed by the Sustainability & Diversity Department:

- **Human Rights:**
Lead human rights related processes at FIFA, including the development of a human rights policy and strategy and strengthening FIFA's human rights due diligence processes.
- **Social development through football (Football for Hope)**
Support football-based NGOs to help tackle the challenges of disadvantaged young people and their communities through football.
- **Accessibility**
Ensure the accessibility of the FIFA World Cup, including infrastructure, ticketing categories and spectator services to enable disabled people to fully experience and enjoy football.
- **Environmental protection (Football for the Planet)**
Reduce FIFA's impact on the environment and use FIFA competitions to raise awareness of environmental issues.
- **Diversity and Anti-Discrimination**
Promote diversity and anti-discrimination through monitoring systems, match procedures, training, and national action plans.

Documents:

<http://www.fifa.com/sustainability/index.html>

<http://www.fifa.com/about-fifa/official-documents/sustainability/index.html>

Contact: Federico Addiechi, Head Sustainability & Diversity, sustainability@fifa.org

International Climbing and Mountaineering Federation (UIAA)

Founded in 1932, the UIAA is the international federation for climbing and mountaineering. The UIAA represents the interests of over three million climbers and mountaineers from 91 member federations on all six continents.

The UIAA has been recognised by the IOC since 1995.

Maintaining mountains as wild and free for the enjoyment of mountaineers and for all humankind as well as for nature itself, knowing that these areas are the last natural, unspoilt and free spaces on earth.

This is one of the UIAA's main goals.

Sustainability, along with Sport and Safety, is one of the three pillars of the UIAA, which created the [Mountain Protection Commission](#) already in 1969, to be able to develop and promote mountain environment projects, such as the annual [Mountain Protection Award](#) and [Respect the Mountains](#) series. The UIAA's work in this field is also supported by the [Access Commission](#).

The UIAA promotes the growth and protection of mountaineering and climbing worldwide by:

- preserving their spirit and traditions
- advancing safe and ethical mountain practices
- promoting responsible access, culture and environmental protection
- supporting youth participation and the Olympic movement

Sports: Ice Climbing, Sky Running, Mountaineering

UIAA's sustainability activities focus on:

- Promoting sustainable mountain regions development and rewarding innovative initiatives in adventure tourism and mountain conservation
- Raising awareness about environmental issues and furthering education on mountain preservation and sustainable practice.
- Supporting concrete actions taken by our federations that aim to preserve the mountain environment in its natural state.
- Encouraging the adoption and respect by all of international declarations, including UIAA's own ethical guidelines, in order to preserve mountain ecosystems and cultures
- Liaising with international organisations on access and conservation issues and providing assistance, when requested, to member federations on such issues within their own countries

The UIAA believes all those who have a stake in the well-being of the mountain environment should collectively work to raise awareness about the fragile nature of the mountain ecosystems, as well as to encourage responsible and sustainable behaviour and practices.

Documents:

UIAA Dedicated Sustainability Report:

http://theuiaa.org/documents/sustainability/A5-UIAA-Sustainability_2016.pdf

Contact: Gloria Scarano, Sustainability Coordinator, gloria.scarano@theuiaa.org

World Sailing

World Sailing is the governing body for the sport of sailing, officially recognized by the International Olympic Committee (IOC). The principle members of World Sailing are the 'Member National Authorities' (MNAs) and the 'Class Associations'.



The MNAs are the national governing bodies for sailing around the world and over 100 Class Associations are members of World Sailing which means they are entitled to hold a World Championship.

Sport: Sailing

World Sailing Sustainability Programmes and Projects:

- World Sailing sustainability management system
- Delivering sustainability through events
- Driving sustainability through sustainable sailing venues
- Delivering sustainability through technical standards
- Sustainability training programme
- Drive broader sustainability through MNAs, CAs and events
- Data collection and reporting

Sailing is dependent on the environment and by following a few simple rules of conduct when sailing we can ensure our sport has no negative impact on the environment. World Sailing's Sustainability Strategy will ensure that World Sailing, its members and partners have a framework that delivers fact based tangible benefit across the three pillars of sustainability - environmentally, social and economically.

Driving the practices and behaviours of individuals and organisations developing the sport in such a way to incorporate the needs of future generations, providing a fair and level sporting platform based on sound ethical principles, actively involving interested parties, and is open about decisions and activities that have a social, economic and environmental impact.

Documents:

Sustainability Strategy: <http://www.sailing.org/news/41200.php#.WZQKmK2ZOqk>

IMO Documents, Environmental Guidelines, World Sailing Code of Environmental Friendly Behaviour, World Sailing Guidance for Sailing Venues, World Sailing Green Event Guidance, Offshore Racing Environmental Code:

<http://www.sailing.org/about/environment.php#.Wbkc57puJDM>

Contact: Dan Reading, Sustainability Programme Manager, dan.reading@sailing.org

World Taekwondo

World Taekwondo is the International Federation (IF) governing the sport of Taekwondo and is a member of the Association of Summer Olympic International Federations (ASOIF) and International Paralympic Committee (IPC).



Sport: Taekwondo

Sustainability:

World Taekwondo takes its social responsibility seriously and is committed to harnessing the power of taekwondo for good.

In 2016 World Taekwondo won the “Federation of the Year award” at the Peace and Sport Awards for its World Taekwondo Cares Program, which has made a valuable contribution to the development of social integration and peace through sport.

In 2016, the World Taekwondo Federation has helped establish the Taekwondo Humanitarian Foundation (THF). Its mandate is to spread the teachings of taekwondo to refugees and displaced persons worldwide by training them in the sport and martial art of taekwondo, bringing physical and mental well-being, self-defence, self-belief, and self-esteem to those who need it most.

Documents:

Taekwondo Humanitarian Foundation 2016 Activity Report
<http://thfaid.org/wp-content/uploads/2017/09/2016-Activity-Report.pdf>

World Taekwondo Official Publication, Issue no.104, 2017, Part 1 – Social Responsibility:
<https://issuu.com/insidethegames/docs/taekwondo-magazine-2017>

Contact:

Delphine Schmutz, Taekwondo Humanitarian Foundation, delphine.schmutz@wtf.org

International Federations and the UN Sustainable Development Goals

AISTS – Sustainable Sport & Events Toolkit

The Sustainable Sport and Events Toolkit integrates best practices in terms of management and sustainability recommended by renowned organisations such as the International Olympic Committee (Olympic Agenda 2020), United Nations (UN Sustainable Development Goals), the International Organization for Standardization (ISO) and the Global Reporting Initiatives (GRI). The toolkit gathers more than 150 sport-related examples in an online guide developed for organisers of national and international sport events.

<http://www.sustainable-sport.org/> (click [here](#) to become member of the SSE Toolkit)

AISTS - International Federations Sustainability Study

The objective of the IF Study is to get a pulse on the level of integration, trends and needs of International Federations (IFs) with regards to their sustainability programs.

IF Sustainability Study 2014: <https://aists.org/ifstudy2014>

IF Sustainability Study 2015: <https://aists.org/ifstudy2015>

FEI (equestrian) - Sustainability Handbook for Event Organisers

http://inside.fei.org/system/files/FEI_Sustainability_Handbook_for_Event_Organisers.pdf

FIAS (sambo) - Sustainability Report

First sustainability report from the International Sambo Federation (FIAS) based on two events namely, Youth and Junior World SAMBO Championships, 2015 in Riga, Latvia and the World SAMBO Championships, 2015 in Casablanca, Morocco. The G4, Global Reporting Initiative and the AISTS Sustainability Sports & Events Toolkit were used to frame this report. The report is also linked with the proposed UN Sustainable Development Goals.

<http://sambo-fias.org/news/7786>

FIAS (sambo) - quick start guide

This document gives concrete guidance to SAMBO event organisers in getting started with sustainability (also available in Russian).

http://sambo-fias.org/uploads/documents/News/2016/04/01/2016-03-24_Book_sustan_EN_final.pdf

FIS (ski) - SnowKidz

FIS SnowKidz is the first phase of the Bring Children to the Snow campaign. It is a unique program and communications platform that enables organisers around the world to share and showcase their events to bring children to the snow. Events can occur at any time and in any place around the world.

<https://www.snowkidz.com/>

FIS (ski) - Green Event Manual

Environmental Guide of the International Ski Federation

http://www.fis-ski.com/mm/Document/document/General/04/39/58/FISGreenEventManualEN_Neutral.pdf

FIM (motorcycling) CO2 Calculator

<http://www.fim-live.com/en/fim/the-commissions/sustainability/co2-calculator/>

IIHF (ice hockey) - Manual for Sustainable Events

http://www.iihf.com/fileadmin/user_upload/PDF/The_IIHF/IIHF_Manual_Social-Environment.pdf

IOC - Sustainability Strategy

Sustainability is one of the three pillars of Olympic Agenda 2020 alongside credibility and youth. In line with its recommendations, the IOC has developed a Sustainability Strategy. Based on the responsibility of the IOC as an organization, as the owner of the Olympic Games, and as the leader of the Olympic Movement, it focuses on infrastructure and natural sites, sourcing and resource management, mobility, workforce, and climate.

<https://www.olympic.org/sustainability>

IOC Olympic Museum - interactive game on sustainable stadiums

<https://www.olympic.org/museum/interactive-documentary/stadium/>

ISMF (Ski Mountaineering) - World Championship 2015 Sustainability Report

The Ski Mountaineering World Championships 2015 were held in Verbier (Switzerland) with the participation of approximately 250 athletes from 23 different countries. The event brought together tradition and innovation as it offered athletes and spectators both the authentic character of the Swiss Alps as well as the comfort of modern facilities with the futuristic building 'Espace St-Marc' as the central meeting point.

http://ismf-ski.org/www/sites/ismf-ski.org/www/files/2015_Verbier_WCH_Sustainability_report_final.pdf

UEFA EURO 2016 (football) - One-year-to-go report

Report published by the UEFA EURO 2016 (football). With one year to go before the event, UEFA has launched a thorough analysis of the tournament's positive and negative environmental, economic and social impacts.

http://www.uefa.com/MultimediaFiles/Download/uefaorg/General/02/26/41/78/2264178_DO WNLOAD.pdf

UEFA EURO 2016 (football) - post-event Sustainability report

UEFA EURO 2016 was a large-scale football event in France involving 24 teams, 51 games played in 10 stadiums, and 2.5 million ticket holders. This post-event report follows up on the one-year-to-go report, detailing the operational implementation of social responsibility and sustainability measures.

http://www.uefa.com/MultimediaFiles/Download/uefaorg/General/02/42/47/58/2424758_DO WNLOAD.pdf

Background reading

AISTS - Collected Insights from the Field of Sport: Sustainability and Legacy

This book from the AISTS (International Academy of Sports Science and Technology) is the second in the series 'Collected Insights from the Field of Sports'. The chapters in this book are derived from research papers that have been produced by the participants and visiting professors of the AISTS postgraduate programme, the AISTS MSA (Master of Advanced Studies in Sports Administration and Technology). The book aims to be utilised by academics, sports administrators, sports teams, students and the public to engage in the discussion on sports sustainability and legacy.

<https://aists.org/Collectedinsightsvolume2>

City of Richmond – 7 Step Quick Guide

Short guide with concrete steps for hosting a sustainable event that will benefit the local community, economy, and environment.

<http://richmondsustainableevent.ca/tools/7-step-quick-guide/>

Consortium Stade de France – Sustainable Development Approach

The Consortium Stade de France formalised its development roadmap in 2009 and began progressively implementing it via successive action plans along three lines:

- 1) A competitive and sustainable company
- 2) An open and committed stadium
- 3) Joint responsibility for events

Full report: http://www.stadefrance.com/medias/docs/rapport_rse/rapportRSE_UK_2017.pdf

Video: <https://youtu.be/l3LzEUojEks>

MIT Sloan Management Review - The Business of Sustainability

Report published by the Boston Consulting Group in collaboration with the MIT Sloan Management Review with the objective of determining how the challenges and opportunities presented by sustainability will transform management in the 21st century.

<https://www.bcg.com/documents/file29480.pdf>

NBA (basketball) - Green All-Star-Campaign

NBA Players share energy-saving tips, reminding fans of the simple, everyday things we can all do to save energy, save money, improve health and have a positive impact on the environment.

<http://green.nba.com/all-star-energy/>

NHL (ice hockey) – NHL Green programme

Website with sustainability reports, case studies, etcetera from the National Hockey League.

<https://www.nhl.com/info/nhl-green>

Paris 2024 - L'expérience durable (français)

A project initiated by Paris 2024 and its partners to create the spectator's sustainable experience at the Olympic and Paralympic Games in Paris in 2024.

<http://parcoursdurable.paris2024.org/en>

Paris 2024 - Summer Games Sustainability Strategy (français)

Sustainability Strategy of the host city for the 2024 Summer Olympic Games.

http://paris2024.org/medias/presse/170313_document_strategie_durabilite_paris_2024_pour_impression.pdf

Sustainability Performance Management: How CFOs can unlock value

Sustainability can drive significant business benefits. But in many organisations, its value is not fully realised. Robust sustainability performance management, driven by finance professionals, can be a key enabler to unlocking this value.

http://www.cimaglobal.com/Documents/Thought_leadership_docs/Sustainability%20and%20Climate%20Change/sustainability_report_v7_web.pdf

Swiss Olympic - Manifestation Verte (français)

Website developed with the support of Swiss Olympic which contains more than 50 recommendations to support the sustainable development of sport events.

<https://manifestation-verte.ch>