NOC Sustainability Project
GREEN CHAMPIONS 2.0
ONLINE PORTAL
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 contributes to the holistic integration of sustainability and should be continued. 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.

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.

“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

The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.
UN SDGs

THE DOSB HAS DEVELOPED AN ONLINE TOOL TO HELP EVENT ORGANISERS FOLLOW BEST SUSTAINABILITY PRACTICES

Funded and supported by the German governmental, academic and non-profit sectors, the German Olympic Sports Confederation (DOSB) has developed Green Champions 2.0, a bilingual (German and English), step-by-step online sustainability tool for sports event organisers such as National Federations (NFs) and local organising committees (LOCs).

“SUSTAINABILITY IS A KEY TOPIC IN ALL AREAS OF OUR LIFE, ALSO IN SPORT. GREEN CHAMPIONS, THE PLATFORM OF DOSB, IS DESIGNED TO HELP EVENT ORGANISERS IMPLEMENTING SUSTAINABILITY INTO ALL DIFFERENT ASPECTS OF THEIR EVENTS.”

ALFONS HÖRMANN, DOSB PRESIDENT

OBJECTIVES

The DOSB has created an online sustainability tool in order to:

• Encourage and help event organisers to address sustainability issues.
• Provide concrete courses of action throughout all phases of sports events.
• Show how events can be more efficiently and sustainably organised regardless of their size or budget.
• Offer examples of successfully and sustainably organised events to illustrate the recommendations.
Green Champions 2.0 has been designed to help organisers integrate sustainability into their events by detailing a wide variety of best and useful practices, examples of sustainably organised events and tailor-made recommended actions. Event organisers can select the main characteristics of their event – size, level of competition, season, location, activity space and phases of the event – and the system will filter content relevant to them.

The information and advice given on Green Champions 2.0 is grouped into nine topics:

- construction and resources;
- traffic and noise;
- catering and merchandising;
- nature and landscape;
- water;
- sustainable management;
- energy and climate protection;
- waste; and
- economic and social aspects.

Within each topic, guidance is given in five specific areas: application and concept; construction, modernisation or extension of sports facilities; planning a sports event; executing a sports event; and wrap-up evaluation.

Thanks to its database-driven filter function and multiple selection criteria, Green Champions 2.0 suggests customised courses of action according to the type of event. From junior championships to world cups, practical examples gathered from actual event experiences provide helpful advice to organisers.

Green Champions 2.0 is updated regularly to ensure it remains relevant for its diverse stakeholder groups. The examples and courses of action are available as downloadable PDFs.

**EVALUATION**

By considering the potential impacts of sports events on people and the environment during all phases of an event, organisers can minimise negative impacts and maximise their sustainability-related efforts. Green Champions 2.0 allows event organisers to integrate and increase their sustainability-driven actions and, in the process, enhance the image of their events and reduce both costs and risks associated with them.

**LESSONS LEARNED**

- It is wise to feature holistically considered sustainability projects and not only environmental sustainability ones.
- The platform is of greater benefit to small events, as larger events require more complex organisation.
- Providing multiple criteria has made the online portal easy to use and applicable to a wide range of event organisers.
- Featuring more best-practice examples helps to illustrate your recommendations.