NOC Sustainability Project
LOVE YOUR COAST
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. 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.
Marine litter is a global issue that carries multifaceted consequences, with poor waste management being the main reason for litter finding its way to our coasts and oceans. It is imperative to raise global awareness of this problem and take measures to address shortcomings in waste management. The Federated States of Micronesia National Olympic Committee (FSMNOC) implemented the Love Your Coast (LYC) project in December 2017 to address this issue through coastal clean-ups and practical educational training on marine litter and coastal recovery.

The project was implemented through: (i) educating local athletes to conduct and lead coastal clean-ups; (ii) educational sessions at schools; and (iii) meetings with local authorities, partners and stakeholders to raise awareness and initiate projects. One successful coastal clean-up was conducted with the students of Chuuk High School; 78 participants removed 14,500 litres of litter, weighing over 1,800 kg.

**OBJECTIVES**

The core focus of the Love Your Coast initiative is to:
- Provide training and education on marine litter and coastal recovery to raise awareness about this global issue.
- Implement coastal clean-ups with the support of athlete ambassadors, who are well placed to educate and influence young people.
- Provide educational techniques and workshop material to local inhabitants to enable them to conduct the LYC project in the future.
- Encourage local communities to take action against marine litter.
LESSONS LEARNED

• An athletes’ commission should be established to provide a focal point for future programme delivery.
• Using local athlete capacity and resources is important for community engagement.
• Continuous development of the athletes’ event management and education delivery skills is necessary.
• Well-trained athlete ambassadors play a significant role in inspiring communities towards collective change.

EVALUATION

The LYC project in Chuuk benefited from the participation of athlete ambassadors, who are in a key position to influence and inspire young people and strengthen the educational and clean-up activities. The initiative delivered tangible results in the form of an educational legacy and cleaner coasts, with positive health and environmental benefits for the 12,000 inhabitants of Chuuk.

“THE FSMNOC LOVE YOUR COAST PROJECT ON THE REMOTE MICRONESIAN ISLAND OF CHUUK BROUGHT YOUTH ISLAND STUDENT ATHLETES TOGETHER TO DISCUSS THE IMPORTANCE OF KEEPING THEIR ISLAND CLEAN AND PROTECTING THE FRAGILE ISLAND ENVIRONMENT. WITH THE WORLD ENVIRONMENT CHANGING SO QUICKLY WE NOW HAVE A NEW GROUP OF YOUNG SPORT ENVIRONMENTALISTS PROTECTING THE ECOSYSTEM OF THE MICRONESIAN ISLANDS.”

JIM TOBIN, FSMNOC SECRETARY GENERAL