



IF Sustainability Project

WORLD RUGBY SUSTAINABILITY FRAMEWORK



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 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.

The IOC provides support to NOCs and IFs in the definition, design and development of 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's Sustainable Development Goals (SDGs)

IOC FOCUS AREAS



UN SDGs



WORLD RUGBY HAS DEVELOPED A FEDERATION-WIDE FRAMEWORK TO FURTHER EMBED SUSTAINABILITY WITHIN ITS PRACTICES AND MAXIMISE THEIR POSITIVE IMPACTS

World Rugby has a responsibility to both regulate and inspire and in 2018 published at www.worldrugby/sustainability a framework to guide sustainable actions across rugby in a holistic

OBJECTIVES

The sustainability framework was developed to:

- Establish sustainability as an integral part of the sport of rugby.
- Provide World Rugby and its stakeholders with a general framework to inform and guide sustainability-related actions.
- Identify areas of activity and improvement opportunities in sustainability performance.
- Inspire stakeholders and the rugby community at large to engage in sustainability activities.

way. Through collaboration with various rugby and non-rugby stakeholders, the team nature of the sport is reflected in the framework, which demonstrates a role for all including National Federations (NFs), continental associations, players, fans, officials, partners and suppliers. This approach reinforces the importance of a team effort and helps to identify and understand impacts to better manage available and potential resources in a sustainable way.

Historically, World Rugby had implemented a series of actions in different sustainability areas on a project-by-project basis which were not always aligned. As such, these initiatives did not follow a federation-wide structure that could have maximised their positive impacts. World Rugby evaluated the different areas of activity to identify good practices and opportunities for improvement across the three sustainability pillars:

- **Social:** Participation, community partnerships, diversity, inclusion and equality;



“WORLD RUGBY IS PROUD OF CONTINUING EFFORTS TO CREATE A MORE SUSTAINABLE GAME BUT NO SPORT IS IMMUNE TO SOCIAL, ENVIRONMENTAL OR ECONOMIC FACTORS. IDENTIFYING AND TACKLING THE CHALLENGES AND OPPORTUNITIES IN A POSITIVE MANNER REQUIRES A TEAM EFFORT WHERE EVERYONE HAS A PART TO PLAY.”

BILL BEAUMONT, WORLD RUGBY CHAIRMAN

- **Environmental:** Operations, tournaments, events, venues and supply chain; and
- **Economic:** Return on investment, improved efficiencies and redistribution.

World Rugby then developed lead sustainability actions across the different categories. Social initiatives were developed to partner with charities and NGOs aligned with the United Nations' (UN) Sustainable Development Goals to use rugby for development (Spirit of Rugby), to improve gender equality, boost disability rugby and LGBT rugby (Rugby for All), and leverage World Rugby events to engage and increase participation, particularly in developing/ disadvantaged communities (Impact Beyond).

Environmental initiatives included reassessing tender and host selection requirements for competition and event hosting. Guidelines were put in place to reduce/reuse/recycle signage, clothing and equipment, promote the use of teleconference facilities to reduce the impact of travel, provide cycle-to-work facilities and promote smart energy usage to create energy-efficient workplaces.

Economic initiatives included the identification of internal and external cost-savings and funding opportunities to complement and strengthen World Rugby's

commitment to invest a record amount of £266m in rugby globally, through to 2019.



EVALUATION

World Rugby defined a general sustainability framework, based on its own federation, its members and their actions, to guide the decisions for governing and growing the sport while helping stakeholders to engage in sustainability practices.

This framework is a positive first step for guiding World Rugby and its stakeholders towards sustainability-driven actions and to develop a more advanced sustainability strategy with KPIs, metrics and reporting.



LESSONS LEARNED

- Providing information in an accessible format helps stakeholders understand their position and objectives, demystifying what is frequently perceived as a daunting subject.
- By defining and explaining what sustainability means to the sport, as well as the impacts, roles and responsibilities of stakeholders, it is possible to inspire concrete actions.
- Stakeholders value sustainability initiatives from World Rugby.
- Taking a broad view helps others understand how they can support sustainability in their own areas.
- A collaborative approach delivers greater impact.