

IF Sustainability Project
**SUSTAINABILITY AT
ISA WORLD
CHAMPIONSHIPS**



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



THE INTERNATIONAL SURFING ASSOCIATION IS EMBEDDING SUSTAINABILITY INTO THEIR WORLD CHAMPIONSHIP EVENTS



The International Surfing Association (ISA) formally acknowledged sustainability as a core value of the federation on World Environment Day 2018 as part of their pledge to the IOC and UN [Clean Seas campaign](#). As an organisation with strong ties to the ocean, the ISA looks to inspire, educate and empower surfing communities around the world to become ambassadors of the ocean and sustainability.

Through the ISA World Championships, the federation found a unique opportunity to engage their athletes, National Federations, organising committees, and sponsors in their commitment to sustainability. Through

education and empowerment, the federation has focused on three areas:

- **Reducing plastic waste.** By providing participants with reusable water bottles and hydration stations, both the ISA and the organising committees benefit from reducing waste, conserving natural resources and saving costs related to trash collection, daily site and post-event beach clean-ups. ISA estimates to have eliminated 45,000 plastic bottles since 2018 and an analysis of reusable bottles and filtered water versus single-use plastic bottles shows that the more sustainable alternative achieved cost savings of 5%.

- **Alignment of commitment to sustainability.** By embedding sustainable practices into the events, the ISA activates its commitment to sustainability as a core value and further raises awareness about sustainability across the surfing community.

OBJECTIVES

The ISA is taking their World Championships as an opportunity to:

- Reduce marine litter by eliminating single-use plastics at the competitions.
- Educate and empower all ISA athletes, coaches, judges and participants as Surf and Ocean Ambassadors.
- Promote environment conservation through educational programs at the events with the support of partners, such as Surfrider and Water Family.

Event activations include conscious travel arrangements such as the use of hybrid vehicles and electric bicycles.

• **Athlete engagement in sustainability initiatives and educational programmes for ocean conservation.**

With the support of Surfrider, the ISA held beach clean-ups together with 100 participants at both 2018 and 2019 VISSLA ISA World Junior Surfing Championships. The goal is to educate the youngest surfers on the impact of waste-related pollution while actively engaging them in reducing marine litter. Beach clean-ups have also been organised by local beach authorities prior to other global events, such as the 2019 World Surfing Games in Japan and the 2019 World Longboard Surfing Championship. Participants are inspired to make positive personal habit changes, such as reducing their plastic footprint.

To secure continuous and future impact, the ISA is reviewing Hosting Agreement Contracts to further include sustainability requirements as part of hosting the ISA World Championships. Moreover, the federation is currently evaluating an update to all existing educational materials in their Coaching and Instructing Programme to include a sustainability module. The goal is to further educate and empower coaches,

instructors and judges as Surf and ocean ambassadors.

The federation has also taken measures to integrate sustainability in their daily operations, including the elimination of single-use plastic in their office, recycling, and the promotion of biking as a sustainable commuting method.

EVALUATION

The ISA has focused on their World Championships as an opportunity to bridge its spheres of influence and align its stakeholders in their commitment to sustainability as a core value of the federation. Through formal educational elements and on-site experiential learning, the ISA is empowering its community to gain awareness and act as ambassadors of the sport, the ocean and sustainability.



BENEFITS

- Embedding sustainability as part of the World Championships enables the federation to influence global stakeholders of their sport who can then expand their impact in their own communities.
- By eliminating single-use plastics and organising beach clean-ups, the ISA can provide an opportunity for awareness and action while achieving cost savings of up to 5%.
- About 13 million tonnes of plastic enter our oceans each year. By taking action in reducing marine litter, not only the ISA contributes to life below water but also takes care of the natural habits that host its sport.

“AS SURFERS, BUT ALSO AS CITIZENS OF THE WORLD, WE STRONGLY BELIEVE IN THE NEED FOR A CLEAN AND HEALTHY OCEAN. FEW OTHER SPORTS HAVE AS MUCH DIRECT CONTACT WITH THE OCEAN ENVIRONMENT AS WE DO, SO IT IS PART OF OUR LIFE AND DUTY TO DO ANYTHING WE CAN TO PRESERVE AND PROTECT THIS CHERISHED PART OF OUR EARTH.”

MR. FERNANDO AGUERRE, ISA PRESIDENT

