IF Sustainability Project

WORLD ATHLETICS SUSTAINABILITY STRATEGY
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.”

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**

- Infrastructure & Natural Sites
- Sourcing & Resource Management
- Mobility
- Workforce
- Climate

**UN SDGs**

- 1. No Poverty
- 2. Zero Hunger
- 3. Good Health & Well-being
- 4. Quality Education
- 5. Gender Equality
- 6. Clean Water & Sanitation
- 7. Affordable & Clean Energy
- 8. Decent Work & Economic Growth
- 9. Industry, Innovation & Infrastructure
- 10. Reduced Inequalities

**WORLD ATHLETICS LAUNCHED ITS 2020-2030 SUSTAINABILITY STRATEGY**

In April 2020, World Athletics launched its Sustainability Strategy for 2020-2030. The ten-year strategy is set to provide a framework to the organisation, its Member Federations and its event organisers on how to produce tangible, meaningful and measurable results on environmental, social and economic sustainability. The main objective is to protect the local communities within which the millions of athletes, both competitive and recreational, participate in the sport with the vision of becoming “the leading International Sports Federation in delivering best in class sustainable events”.

The World Athletics strategy has been designed in alignment with the UN Sustainable Development Goals (SDGs) and the IOC Sustainability Strategy and identifies three spheres of responsibility: World Athletics as an organisation (including its Member Federations), the events owned by World Athletics, and those which hold a World Athletics’ Permit or are licensed events.

The focus areas of the strategy are designed across six dimensions:

- **Leadership in Sustainability** by sharing best practices to its stakeholders and incorporating sustainability principles throughout all programmes, agreements and partnerships.
- **Sustainable production and consumption** with the goal of a sustainable management of the supply chain, use of renewable energy, waste management and sustainable procurement for all World Athletics events.

**OBJECTIVES**

WA created a Sustainability Strategy in order to:

- Establish itself as a sustainability leader in sport.
- Ensure the positive management of its supply chain.
- Raise awareness and take action on air quality in local communities.
- Achieve carbon neutrality in its events and operations by 2030.
- Guarantee safe conditions for participating athletes.
• **Climate change** and carbon management by transitioning to carbon neutrality across World Athletics operations and own events in 2030 through a 10% yearly carbon reduction from 2019 baseline.

• **Local Environment and Air Quality** with a focus on the improvement of air quality in and around athletic venues and anywhere people run.

• **Global Equality** by supporting the development of local communities through the development of their skills, local procurement and guaranteeing equal opportunities to both genders across all professions in athletics.

• **Diversity, accessibility and wellbeing** providing standardised health check-ups to athletes at international events, a commitment to accessible events and venues, and ensuring a fair and diverse representation of its people.

**EVALUATION**

The World Athletics Sustainability Strategy is a ten-year roadmap which has already been set in motion by making the switch to renewable energy sources at their Monaco Headquarters. Furthermore, in 2018, World Athletics made a five-year commitment to support the UN Clean Air programme and signed the UN Clean Seas commitment in favour of the protection of the world’s seas and rivers from the pollution of plastic. With the introduction of this new strategy, World Athletics has laid the plan to align its stakeholders, its athletes and the billions of people around the world who participate in the sport into a new and sustainable future for the sport.

**BENEFITS**

- Setting equality and social justice goals within the strategy allows the organisation to communicate a far more reaching sustainability approach than just one focused on the environment.
- By recognising the threat of climate change and critical issues such as air quality, World Athletics has set itself bold targets towards carbon neutrality in order to protect the future of its sport and its people.
- Setting realistic carbon emission reduction targets allow for an organisation-wide understanding on what the goals and expectations are for each area.

“**SUSTAINABILITY IS ONE THE GREAT GLOBAL CHALLENGES. WE WANT TO DO OUR PART TO MAKE THIS A BETTER WORLD AND CONTRIBUTE TO A CLEANER, GREENER, MORE EQUITABLE FUTURE FOR EVERYONE**”

**LORD SEBASTIAN COE, WORLD ATHLETICS PRESIDENT**