

COMPARATIVE ANALYSIS OF SUSTAINABILITY RELATED ACTIONS OF INTERNATIONAL SPORTS FEDERATIONS

Summary

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Aim

In connection with the revision of FAI's Environmental Code the comparative analysis of sustainability related actions of international sports federations had been conducted with the intention to have a benchmark and an overview of green trends in this sector.

Federations under review

10 sports federations were chosen based on the different type of sports categories: technical sports, prestige sports, mass sports. The reason for this was that air sports are definitely technical sports, are sometimes categorized as prestige sports and it would be nice if they became mass sports at least in the number of spectators and fans. The environmental impact of these sports are also comparable with air sports.

Green actions of the following federations were analyzed:

Technical sports

- Fédération Internationale de Motocyclisme (International Motorcycling Federation)
- Fédération Internationale de l'Automobile
- Union Internationale Motonautique
- International Waterski & Wakeboard Federation

Prestige sports

- International Sailing Federation
- International Golf Federation
- International Tennis Federation
- Union Cycliste Internationale

Mass sports

- Fédération Internationale de Natation
- Fédération Internationale de Football Association

+ International Olympic Committee

Methodology

The research was based on the website analyses of the federations' with the topics listed below. The availability of information and their quality varied greatly, so not all data is exactly comparable, but an overall impression can be drawn of how important issue sustainability is for each federation.

Organization of environmental issues

- ✓ Existing Environmental Commission or internal body working on green issues
- ✓ How old is the environmental organization within the federation
- ✓ Work with external experts if any
- ✓ Existing green awards
- ✓ Assigned green ambassador if any
- ✓ Management of environmental body
- ✓ Subjective rating of the overall impression

Environmental code/document details

- ✓ Available document(s)
- ✓ Form of document: guide, recommendation, code of conduct
- ✓ Environmental impacts of sport included
- ✓ Practical recommendations to sports practitioners
- ✓ Divided into sports categories
- ✓ Sustainability or just green criteria
- ✓ Highlights renewables and R+D or operations, maybe nature
- ✓ Number of pages
- ✓ Number of clicks from the main page

Marketing, communication

- ✓ Logo
- ✓ Overall impression of the website
- ✓ Subsite of green issues

Short summary of results

Out of the technical sports, the **International Motorcycling Federation** has their own International Environment Commission of 13 members (working since 1994) and also 6 international Environmental Ambassadors. They organize an environmental award annually where they invite external experts as jury. They provide a quite detailed Environmental Code of the organization, which contains guides, forms, check lists for events and management plan. They have a separate green logo.



The **Fédération Internationale de l'Automobile** has a Sustainable Mobility program working with external experts since 2004. They provide the organization's Environmental Sustainability Strategy, which contains only their commitments for the environment. Their information about environment is not very detailed although in these sports the environmental impacts should be considered.



The **Union Internationale Motonautique** has no detached section of environment on their pages, but it can be found as a subsection of another Commission and mentioned in their Code of Ethics.



The **International Waterski & Wakeboard Federation** has their own Environment Committee of 5 members and they provide a very detailed Environmental handbook of 143 pages, in which good practices, recommendations and guides are given for the events.



The **Union Cycliste Internationale** (UCI) embodied environmental aspects in their events as they provide a management plan for all their events and also they have their own eco-label for sustainable events which is quite impressive.



Out of the prestige sports, the **International Sailing Federation** has one subsite about environment but provides several documents, such as guide for events, guide for training centers, guide for sailors, codes etc.



The **International Golf Federation** has a Sustainability Function within the organization. It summarizes some impacts of the sports on environmental elements also links some environmental tips and documents on their subpage from outer sources. The organization shows their Statements of environmental priorities in their work.



On the **International Tennis Federation** and the **International Swimming Federation** web pages no environmental or sustainability content can be found, although the International Tennis Federation has a green design and both sports could be connected with environmental aspects.



The **Fédération Internationale de Football Association** (FIFA) has a Sustainability Strategy of management for events, they manage the environmental impacts of the competitions and organize environmental programs since 2006. They provide most of their bigger events' (eg. World Cups) environmental information on their web page.



The **International Olympic Committee** is very strongly committed to promoting sustainable development and respect for the environment in and through sport. Many Olympic Games had already been green events and the IOC awards the Sport and Environment Award which recognizes and celebrates outstanding initiatives in the field of sustainable sport and the environment. They work in close cooperation with UNEP (United Nations Environmental Program)



Conclusions

Although each organization has very varied and different solutions, it seems that sustainability actions are present, just as in all other sectors of economy. Being green is a priority and means competitive edge in stakeholder relations.