

IF Sustainability Case Study
**PARTNERSHIP
WITH WWF**



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 recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC

conducted the International Federations (IF) Sustainability Project in 2016. This allowed the IOC to obtain an overview of IFs’ sustainability initiatives; identify

common topics, good practices and mutual challenges; and share information. One of the Project’s outcomes 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 IF sustainability case studies should be continued. These case studies form part of the enhanced support system provided 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. The studies are also aligned with one or more of the United Nations’

(UN) framework of 17 Sustainable Development Goals (SDGs).

This framework is pivotal for the Olympic Movement since 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 UN’s 17 SDGs provide a common framework for organisations to explain how they plan to contribute to sustainable development and tackle the key global sustainability challenges. The IF case studies attest to the fact that the Olympic Movement contributes to the achievement of many of these.



“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 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



CLIMATE

UN SDGs



WORLD ROWING HAS PARTNERED WITH WWF TO PROTECT FRESH WATER AROUND THE WORLD

Fresh water accounts for less than one per cent of the world's water bodies, and one billion people currently have no access to safe drinking water. Recognising the vital global importance of clean fresh water, the World Rowing Federation (FISA) and WWF joined forces in 2011 to address this key issue in sustainable development, a crucial element for the sport of rowing and the well-being of its athletes.

World Rowing believes it has a responsibility to not only apply environmentally sustainable practices, but also to take a lead in this global issue. Through the partnership, World Rowing has been able to educate rowing communities and the public about the value of clean water.

KEY ACTIVITIES

- WWF experts and World Rowing's Environmental Working Group revised and evaluated World Rowing's Environmental Sustainability Policy & Guidelines, which has improved the criteria used in the bidding and evaluation process at all

World Rowing events.

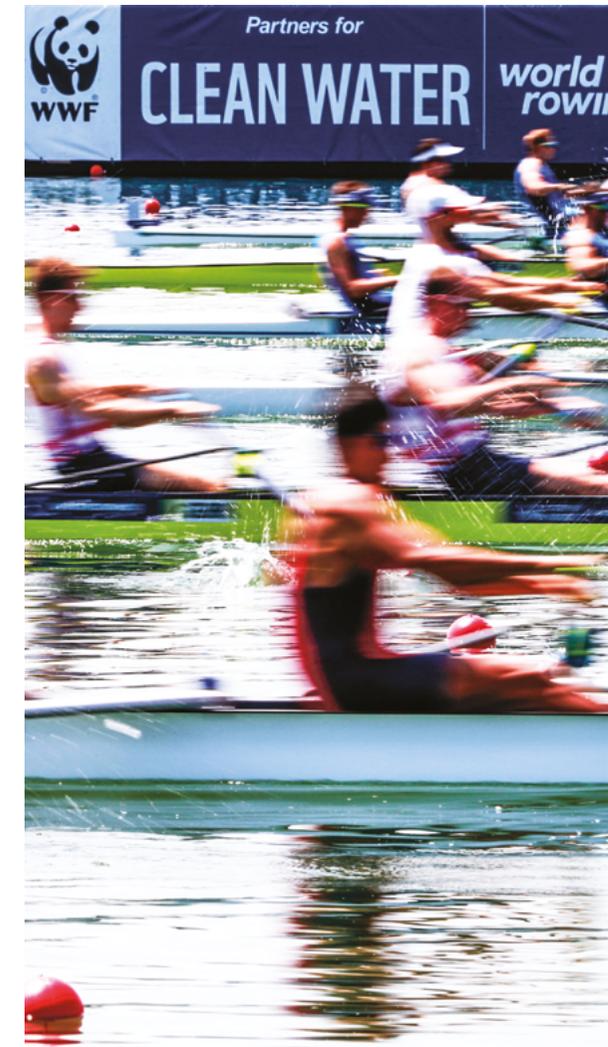
- WWF has used World Rowing's global communication platforms to reinforce key WWF fresh water messages and raise awareness.
- World Rowing has engaged in local activation initiatives at World Rowing Championships and World Rowing Cups by collaborating with local WWF offices and Local Organising Committees.
- WWF, World Rowing and the UNESCO Institute for Water Education have come together to design, implement and manage an education and conservation

project centred on the Kafue River & Rowing Centre in Zambia. The Kafue River and its associated wetlands is a global priority freshwater area for WWF, providing a home to many endemic rare species and much of the water for the capital, Lusaka. This project aims to create a multi-purpose facility for water management research and education on the river, while also developing rowing in Africa, allowing rowers to make a genuine difference to water management in Zambia.

OBJECTIVES

World Rowing has partnered with WWF to raise awareness of the importance of clean water, and to promote and improve existing water environments. The global objectives are to:

- Harness the global rowing community to take action on the critical issue of clean fresh water.
- Support local conservation and clean-up activities.
- Use WWF's knowledge and expertise to become a leader in the organisation of sustainable rowing events.





“WORLD ROWING BELIEVES WE HAVE A RESPONSIBILITY TO APPLY ENVIRONMENTALLY SUSTAINABLE PRACTICES IN WATER USE AND MANAGEMENT, AND OUR ROWERS HAVE WELCOMED THE OPPORTUNITY TO ACTIVELY CONTRIBUTE TO THIS MOVEMENT. ”

JEAN-CHRISTOPHE ROLLAND, FISA PRESIDENT



EVALUATION

The World Rowing-WWF partnership is a powerful match, sending rowers and spectators a message about the need for sustainably managed freshwater resources. The partnership has inspired rowers, National Federations, rowing clubs and the public to work towards safeguarding their local freshwater environments. WWF's support and expertise helps to facilitate World Rowing's sustainability activities and reinforces the federation's positive image.



LESSONS LEARNED

- Aim to partner with a recognised organisation that addresses a key issue related to your sport.
- It is vital to ensure the partnership has genuine and credible relevance for both parties and receives full commitment from all stakeholders.
- Creating an action project will demonstrate the depth and strength of the partnership.
- Establishing clear communication channels is crucial for sharing priorities and ensuring consistent messaging.
- Setting monitoring criteria will help evaluate the partnership's results.



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