



Environmental Responsibility

THIS IS A GUIDANCE FOR international sports leaders based on Finnish International Sports Strategy by Finnish Olympic Committee.

Sustainable development combines concern for the carrying capacity of the earth's natural systems with the social, political, and economic challenges.

Environmental responsibility means a) recognizing our actions' most significant negative and positive impacts on the environment and b) minimizing the negative environmental impacts.

Climate change is the biggest, not just ecological, but also human challenge that we currently face. The Paris Climate Agreement, adopted by 195 countries, outlines that the global warming will be stopped at +2 degrees. The effects of climate change can be catastrophic and fight against climate change requires actions on all levels of the society.

Natural resource scarcity is another important challenge as we consume 50 % more than is environmentally sustainable. 20% of world population use up to 80% of the global natural resources. Circular economy, material and energy efficiency aim to create systems where our consumption is not exceeding the sustainable capacity of the ecosystem and is spread more equally.

How to make a change in sports?

Environmental policy.

Does your organization have targets on environmental sustainability? Is there a sustainability or environmental policy in place? Policy needs to be accepted by the top-management and adopted by the whole organization. Good policy is a comprehensible statement of vision and values that affect decisions and actions.

➤ *Propose an environmental policy to be created and published.*

Programs and guidelines.

Does your organization have an environmental program that outline actions or principles to minimize environmental impact and enhance environmental responsibility? Are there environmental guidelines for the organizations' employees, members or stakeholders? Guidelines can include clear directions for example for environmental practices in the office, events, purchases, gifts and communications.

➤ *Propose an environmental program and guidelines to be created and adopted. If necessary, professional help is available.*

Education.

We are not born experts. In order to be an effective agent of sustainability additional education is often needed. Find relevant, perhaps even tailored, education for yourself and your organization.

➤ *Propose to find environmental education for yourself and/or your colleagues and network.*

Rethink and change environmentally harmful activities.

Do you recognize environmentally harmful practices that could be revised and solved more sustainably?

➤ *Bring into discussion environmentally harmful practices and constructively and continually bring to attention alternative, more sustainable solutions.*

Adopt new technologies and renewable energy solutions.

Adopting new technologies and switching to renewable energy is only a matter of choice. The options already exist.

➤ *Promote clean technology and renewable energy in decision making processes or create cooperation with relevant partners in energy sector.*

Environmental management systems and certifications.

Environmental management systems drive actions. A thoughtfully prepared environmental program is basically a list of operations that are put in action to minimize environmental impact.

Relevant actions include:

- Reduce, re-use and recycle materials, in other words increase material efficiency.
- Decrease energy consumption and switch to green, renewable energy.
- Make sustainable purchases and consider sustainability when forming partnerships.
- Communications. Spread the word, organize a meeting, campaign or event dealing with sustainability.

Environmental certification is awarded for organizations that pass an external audit. Certification is a convincing evidence of environmental responsibility.

➤ *Propose an environmental management system to be to build for your organization or event.*

Raise awareness and use your voice.

Communicating sustainability has a powerful impact. Start conversations and support sustainability initiatives.

➤ *Utilize your everyday communication channels: emails, meetings, social media and events.*

Walk the talk – Your personal choices

Dining – Environmentally friendly diet is local, seasonal and vegetable-based.

Travel – Use public transport and fly in economy class. You can calculate and compensate the carbon dioxide emissions of your flights with carbon offset services (e.g. Carbon Neutral). For example, one return flight in economy class from Helsinki to Geneva produces 0.38 tonnes of CO₂ emissions and offsetting those emissions costs 4.33 euros.

Purchases and gift policy – Don't give gifts that might be against sustainability principles. Minimize unnecessary material purchases.



Relevant global sustainability agendas:

IOC's Olympic Agenda 2020 is a strategic roadmap for the future of the Olympic Movement, including 40 recommendations.

United Nation's Agenda 2030 is a global sustainability program, including 17 Sustainable Development Goals (SDG's), for all United Nations.

Finnish sustainability tools:

EcoCompass Event offers an environmental management system and certification for events and venues www.ekokompassi.fi

Citizens Climate Pledge goes global! climatepledge.global/, The pledge was first launched in Finland by Myrskyvaroitus ry (Storm Warning Association) in 2015. It has been signed by thousands of Finnish citizens, including prominent artists, business leaders and politicians. By signing the pledge, global citizens can show their concern about the serious risk that climate change poses for present and future generations, and commit to take personal action.

Finland
is first in
Environmental
Performance
Index.

