

BEST PRACTICES COLLECTION

This Good Practice Collection is the collective output of the
City, Green, Go! project consortium.

CITY GREEN, GO!

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Contents

Introduction

1. Angers, ecological and sporty city.....	6
Promotes all forms of sport and considers environmental aspects. Has developed sports facilities, organizes mass events, and seeks to reduce environmental impact	
2. The opening of the wharf in Budapest.....	8
Gradually gives back a section of the wharf to residents of Budapest to do sports in a car-free environment	
3. European School Sport Day.....	11
Promotes physical activity in schools. The 2022 edition focused on "Going Green" and provided toolkits for sustainable sporting events.	
4. Organization of running events in Budapest.....	14
Regulates organization of large-scale running events in Budapest to uphold environmentally friendly practices.	
5. Eco-friendly Hikes by Budapest Association.....	17
Organizes hiking trips in Budapest to raise environmental awareness and provide physical activity. Participants collect trash during the hikes	
6. Danube Regatta.....	19
Rowing and dragon boating competition in Hungary that promotes healthy lifestyle and uses the Danube River. The 2022 edition focused on sustainability and urban sports	
7. Football Ecology France.....	21
Supports football players in ecological transition. Uses football to raise awareness of environmental issues and sustainable transport	
8. Football for the Goals.....	23
Norwegian initiative that uses football to promote UN's Sustainable Development Goals and sustainability within the football industry.50	
9. Forever Green.....	25
Real Betis initiative that leverages football to combat climate change. Undertakes sustainability actions to reduce carbon emissions and educate youth	
10. Green Inspiration I.....	28
Renewable energy and education - Encourages use of renewable energy, carbon offsetting, eco-certified materials, and sustainable food choices at athletics events	
11. Green Inspiration II.....	30
Social equity - Seeks to build diversity and inclusion across athletics operations and events.50	
12. Green Inspiration III.....	32
Health and wellness - Develops healthy habits and environmental awareness among school children through athletics events.	
13. Green Inspiration IV.....	34
Energy efficiency and waste reduction - Focuses on managing and mitigating environmental impacts through strategies around travel, carbon emissions, waste, and resource consumption.	
14. Hope Sports.....	36
Uses sport as a tool for positive social change and sustainable lifestyle adoption among refugees and vulnerable groups.	
15. Olympic and Paralympic Games Paris 2024.....	39
Aims to be a sustainable and inclusive event with a focus on reducing carbon footprint, promoting gender equality and accessibility for people with disabilities.50	
16. Plogging World.....	42
Combines physical activity and environmental conservation by encouraging runners to collect litter during their runs.	



17. Rails to Trails.....44
Transforms unused railroad corridors into multi use trails to build healthier places for healthier people. Promotes active lifestyles and social inclusion.14

18. WTA 250 Strasbourg.....46
First French eco-responsible tennis tournament that promotes environmental commitments, gender equality and inclusion.

19. European Universities Games - Coimbra 2018.....48
Europe’s largest university sport event, promoting physical and healthy activity among university students, as well as sustainable practices



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Introduction

Sport and sustainability are inextricably linked as we work to build healthier, greener cities. As the world's urban population grows, cities face immense challenges and opportunities to transform into more sustainable and liveable spaces. Sporting events and infrastructure require significant investment in urban green spaces and provide a platform to demonstrate and promote environmentally friendly practices. Eco-friendly sport practices can educate citizens, bring communities together and catalyse the wider adoption of environmentally responsible behaviours.

The environmental impact of sport is far-reaching, from energy and water use in facilities to waste generation and transport emissions from events. Environmental sustainability must therefore be a key consideration for sports organisations and cities alike. Strategies such as using renewable energy, conserving water, diverting waste from landfills, offsetting emissions and promoting public transport and active travel offer effective ways to reduce the environmental footprint of sport. Beyond the environmental benefits, eco-friendly sport practices can also promote social equity through inclusive access and community programming.

Recognising this potential, the City, Green, Go! project aims to collect and share examples of green sport practices that offer lessons for cities around the world. The initiatives collected showcase sports organisations, grassroots sport event organisers and event planners implementing sustainability strategies that include energy, water, materials, biodiversity, transport, equity, health and education. By highlighting these diverse examples of sport advancing environmental and social goals, cities can identify replicable ways to use sport to create greener, healthier urban environments. Sport is a compelling medium to engage citizens and demonstrate leadership in sustainability.

The following collection of good practices will be subject of assessment for identification of the key terms, actors, actions for the City, Green, Go! directory to be developed at a later stage of the project.

1. Angers, ecological and sporty city



Angers is a green and sporty city. Between UNESCO World Heritage and protected natural areas, with many gardens and parks, the Angers agglomeration enjoys an exceptional environment. Committed since 1999 to the "Angers ecological and sustainable city" project, Angers drew up its first Agenda 21 in 2000 and is recognized as a national reference in terms of sustainable development. This policy has resulted in the development of local sports facilities such as the Angers Stadium (city stadiums, tennis courts, body-building equipment etc.), the holding of a conference on amateur football in 2020, and the creation of the Sport Truck, a nomad truck that lends sports equipment to encourage young people in the city's priority neighbourhoods. In terms of major events, "Tout Angers Bouge" is an annual event that brings together the people of Angers around a hundred sports clubs, along with urban trails open to all. The City of Angers also relies on long-term partnerships with national sports federations (French Athletics Federation, French Swimming Federation, French Federation for the Disabled, etc.) to host national sports events that contribute to the influence of the region.

Promoted physical activity	The "Angers Sport 2026" project aims to embrace all forms of practice, whether amateur or professional, and to consider all aspects of "sport".
Size	50% of Angevins practice a regular sport activity (independently or in a club) in more than 200 facilities (indoor or outdoor), and the city has 275 associations and sports clubs with 36,000 members in 90 different disciplines and more than 3500 volunteers. With 31 Stadiums and 62 Sports Halls.
Management System	Angers administrations thanks to the "Angers Sport 2026" policy. Sport and Culture commission and sports associations.
Economic Viability	5.8 million euros budget for sports and the ecological transition budget is 18 million euros.
Environmental Impact	Make Angers a city of ecological transition and sustainable development. Raising awareness of the ecological transition and sustainable development through sport. Since 2011, the municipality has introduced eco-conditionality for municipal grants to sports event organizers. To enhance action in favour of sustainable development. Raise awareness among associations about eco-responsibility and the potential of sports activities to develop eco-friendly behaviour. Contribute to more eco-responsible sporting events. Design and organize sporting events in a sustainable manner and encourage the circular economy. Strengthen a responsible purchasing policy and improve the energy efficiency and sustainability of sports facilities. Mobility. Encourage soft and active mobility Sport is part of the sustainable objectives of the bicycle plan (2019-2025)
Health benefit	A major policy to promote physical activity for all citizens. They can have beneficial effects on health: improved sports infrastructures, increased physical activity, which helps reduce the risk of illness.
Social Inclusion and Accessibility	Several sports-based integration associations supported by the city of Angers are present. One of these called Soli'Sport Anjou. This association is part of the French Omnisport federation. It works with refugee and asylum-seeker associations to promote physical activity, multisport, cycling and road safety. Promote sports inclusion and the feminization of sport.

2. The opening of the wharf in Budapest



The realization of [Rakpart'23 \(budapest.hu\)](https://budapest.hu) dates back to 2020, when at first the wharf was opened on for the weekends to residents. The aim of the initiative is to gradually achieve that a concrete part of the wharf should be given back to the residents of Budapest. The possibility to do sports in the city centre in a nice and car-free environment is by that open to everyone. For the first time in 2023 as part of the "Rakpart 2023" ("Wharf 2023") project in the perspective of "placemaking" (intended to facilitate the reinterpretation of areas not used by residents) the wharf will be moved closer to the residents by showing the leisure activities, which could be done there if it would be opened temporarily.

Promoted physical activity The opening of the wharf promotes all leisure activities, which can be done individually or with other people. These options include running, cycling, skateboarding or roller skating, as just examples. Moreover, there are initiatives about to come in the future with organised sport activities, which would strengthen the sense of community between the residents.

Size The Municipality of Budapest is working with 16+2 NGOs, but the number of NGOs and organizations wanting to be part of the projects is ever-increasing.

The Budapesti Közlekedési Központ Zrt. (in short: BKK) permanently monitors the wharf to have exact data on every aspect of the wharf opening. The total area opened is approximately 2,5 km, from that the Jaine Haining wharf is approximately 1 km. While the part where the main programs will be held during the summer are approximately 350-400m,



but naturally the entire section is opened to those who want to relax and exercise. Data exists only from the first opened weekend yet, but it suggests that more than 26 thousand people visited the wharf, which is expected to increase in the summertime. With traffic only 4-6 thousand people pass through in an environment unworthy of world heritage status and under conditions of concern from a traffic safety point of view.

Promoting Body Besides the Municipality of Budapest, the NGOs are included from wide range of fields. As examples the Valyo - City and River Association (Valyó - Város és Folyó Egyesület) or the KEK - Center for Contemporary Architecture (KÉK- Kortárs Építészeti Központ) could be mentioned.

Governance Structure The initiative promotes an outstanding collaboration between the Municipality, the numerous NGOs, but also state organizations, like the MAHART Hungarian Shipping Company. These different levels are working together towards achieving the goal of a wharf closer to the residents.

Management System The Municipality with its partners coordinates the project in a circumspective manner to include all ideas and initiatives, which are feasible. There are short, middle and long-term goals and projects included about which there are constant communication with the partners. The impact, which the opening of the wharf causes in the traffic of the city is carefully observed and the future ideas are coordinated by that with the partners.

Economic Viability All the programs organized in the open wharf are non-profit. Many are carried out together with NGOs.

Environmental Impact The long-term environmental impact of the project is a more liveable Budapest for the people. In the short-term during the project sustainability aspects are highly emphasized. The car-free wharf area results better air quality and reduces CO2 emission. Based on the data provided by the BKK on a regular weekend approximately 80 thousand people pass through of the entire area of the wharf. On average 1,3 people is in one car, which suggests that with the opening of the wharf 60 thousand cars are not passing through the area when it is opened for the residents. From that the traffic of the lower wharf in Pest is 19,000 vehicles per day, which is how much disappears from the Jane Haining wharf when it is opened.

Health benefit By opening up the wharf people will have the incentive to be outside and to do sports outside, as the option to do sport on the wharf are available

to everyone. Residents usually use this opportunity to walk, cycle, roller skate in this area, which have physical, social and mental health benefits.

Social Inclusion and Accessibility

Doing sports on the opened wharf is free of charge, which means it is opened for anybody regardless of their financial status. The programmes organized there also highlight that all of the residents are welcome and encouraged to participate. By more and more people joining and using it regularly the option will be more attractive to increasing number of other people. During the summer NGOs will organize workshops and programmes in which anyone can participate.



3. European School Sport Day® (ESSD) Going Green in Sport



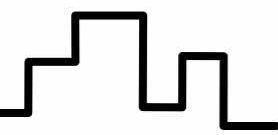
The [European School Sport Day](#)® (hereinafter: “ESSD”) is a pan-European initiative with the main objective to promote sport and health enhancing physical activity at schools (HEPA) at international level and involve as many children and young people, schools, and organisations in physical activity (hereinafter: “PA”) programs as possible. It is basically a huge umbrella event that focuses on increasing participation in sport and PA programs while also amplifies social messages. In 2022 the social message was “[Going Green](#)”, focusing on green education of pupils and teachers.

ESSD was inspired by the Hungarian School Sport Day, an event which has been organised by the Hungarian School Sport Federation (HSSF) for the last 16 years on the last Fridays of September and in the past 7 years the school sport day had been organised on international level based on the same concept.



Promoted physical activity	Any kind of physical activity, preferred by the schools and pupils. 120 minutes of PA is encouraged. Running has been traditionally part of the Hungarian School Sport Day.
Size	ESSD events are held in around 40 countries. In recent years, our programme has consistently been one of the biggest events of the European Week of Sport, with typically 2–3 million students participating in each year. This number is particularly remarkable given the limited number of mass events that could be held in many countries and in many years during the Covid-19 pandemic. The most common ESSD event are at school level.
Promoting Body	Besides the main coordinator of the Hungarian School Sport Federation (HSSF), there are national coordinators in each participating country (a person or an organisation) helping and motivating all interested schools to register, organise and implement the events under the ESSD umbrella. The work of national coordinators is coordinated by the Hungarian School Sport Federation in cooperation with umbrella organizations, ISCA and EUPEA.
Governance Structure	Reaching and engaging with schools, and through them with pupils, is not an easy task: opportunities and routes to the target group vary from country to country. The common goal and task of the Partnering Organisations is to identify stakeholders (municipalities, ministry, other authorities, school operators, etc.) with the help of the national coordinators, and to have them engaged. Throughout the history of ESSD we learnt a lot in this field and by now we have the key partners in the participating countries. We are working together with the national Olympic committees, school sport federations, the national leisure sport federations, and associations of PE teachers. In some countries we even got further. In Hungary, the Parliament recognized the importance of the School Sport Day and issued the resolution nr. 30/2017 pronouncing the last Friday of September in each calendar year shall be the official national school sport day.
Management System	The partnering organisations (HSSF, ISCA, EUPEA, Youth Sport Trust, BG Be Active and Fundacja V4 Sport, hereinafter together referred to as: “Partnering Organisations”) developed the concept together. Later the consortium completed with the Deporte para la Educacion y la Salud (DES). Two trans-national organisations – ISCA and EUPEA – are backing the initiative and HSSF with their whole European networks, their members in the EU countries and beyond.

Economic Viability	ESSD is not for profit event.
Environmental Impact	In 2022 ESSD had a special focus topic – Going green in sport. With the cooperation of the BG BE Active Bulgarian NGO created a toolkit with useful tips for turning school sport green.
Health benefit	Programmes that provide physical activity opportunities for all students have an overall societal benefit because they do not only provide physical activity opportunities for the talented or the intrinsically motivated. This way ESSD contributes to the overall health of the school environment supporting the social, mental and physical health of the participants.
Social Inclusion and Accessibility	ESSD is an inclusive event. On the one hand, if we want to get as many children as possible into a physically active lifestyle, we need to appeal to all children, regardless of age, nationality, or wealth. On the other hand, sport is one of the best means of building relationships between cultures, social groups and nations, and thirdly, it is often minorities and poor social groups who are unable to participate in PA programmes, as they live the least healthy lifestyles. In 2022, we have launched a specific sub-programme to involve Ukrainian war-affected schools in the programme, while in previous events, one of our main objectives was to involve small, rural schools. In countries where there is a significant Roma minority (e.g., Hungary), we also pay special attention to schools with Roma children. Sport and physical activity together can be one of the best tools for their social integration.



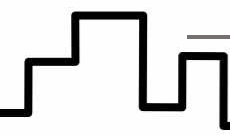
4. Organization of running events in Budapest



All the running events, which are large-scale enough to affect public space are organized in a regulated way. There are decrees issued by the Municipality of Budapest on for instance which routes could be used, how many events can be organized a year, which shows how regulated the usage of public spaces are. As the organizations of such events is carried out based on tenders, the Municipality is able to require the upholding of environmentally friendly organization of the events.

Promoted physical activity The promoted physical activity is running, as by these events it is more likely that residents will be motivated to participate as well.

Size Regarding the size of the bodies taking part in the organization of the events, there are at least 15 running event organizers working together with a minimum of 5 companies of the Municipality of Budapest, like the Budapesti Közlekedési Központ (in short: BKK, which deals with the traffic related part of public services) and the Budapesti Közművek (in short: BKM, which brings together the non-traffic-related parts of the city's public services). In the preparations due to the involvement of public places all the 23 districts take part. All the residents of Budapest (but from any parts of the world) have the opportunity to join these events. The most popular running events are the marathons and half-marathons with more around 15 thousand people participating. In a year the average number of participants, including the small-scale events is around 5 thousand.



Promoting Body Besides the Municipality of Budapest all the districts are involved, as well as companies of the Municipality.

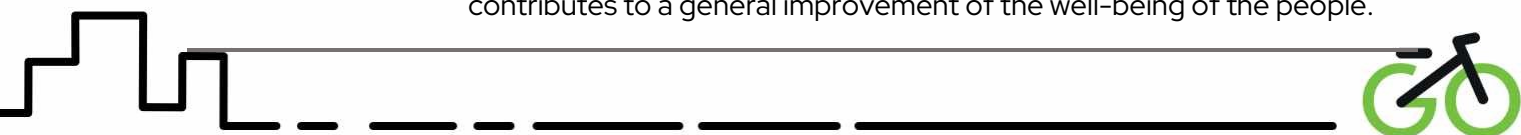
Governance Structure The organization of running events is regulated by a system of criteria developed on the basis of professional evaluation, which emphasizes the importance of environmental aspects in connection to the events. The Municipality works together with the companies and districts to achieve all the goals set.

Management System The Human Resources Committee of the Municipality of Budapest includes all the representatives of the districts of the capital. The representatives are the voices of the residents in the Committee to be able to meet the needs of the people in all aspects possible. These representatives have and by them the residents have important role in the process of the organization, as they decide on the annual calendar of the events. The calendar is prepared beforehand by the Sports Department of the Municipality, with constant communication with the representatives. The residents are able to make complaints about the events for instance on waste management, which is handled by the Sports Department to make sure that the needs of the residents are always taken into account.

Economic Viability On the events there are many NGOs promoting among other things environmentally important practices. These include workshops for children about the importance of selective waste collection.

Environmental Impact The direct environmental impact of the events is the reduction of urban traffic, as the roads are closed for time of the events. Therefore, people are encouraged to use the public transport instead of their cars, which reduces the carbon emissions. These events have attitude-forming force as they promote to the participants coming to the event to use the public transport, the workshops promote environmentally friendly practices and waste-reduction with the re-cup system in practice. The participants have the option to refuse the starter and target-package and even the medals beforehand, which also reduces unnecessary waste. Regarding the companies and organizers of the events, as they are required by the Municipality to take steps to a more environmentally friendly approach when organizing the events, they are more likely to uphold these practices in the future as well, which is an indirect effect.

Health benefit By organizing numerous running events people will be encouraged to take part in one and live a healthier lifestyle. When taking part in the events they will meet the environmentally friendly approaches, which contributes to a general improvement of the well-being of the people.



Social Inclusion and Accessibility

There are running events free of charge like the annual EU running event, but even those which are not free have many options for discounts for students, pensioners and for people with disabilities, which makes it more accessible to a larger group of people. By more and more people joining, the option will be more attractive to increasing number of other people



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5. Eco-friendly Hikes by the Budapest Association for International Sports



The first [Eco-Friendly City](#) hike was delivered by Budapest Association for International Sports (BAIS) on the 18th of October, 2020. Over 50 participants gathered to hike in the hilly Buda side of the Hungarian capital. Over 10 bags of trash were collected along the hike's pathway. Participants not only collected trash, but they also had the opportunity to learn about the natural environment and the benefits of health enhancing physical activity. The main objective of these hikes is to raise awareness on environmental issues through engaging in moderate physical activity (walking, hiking) and connecting people from various backgrounds. Starting from 2020 BAIS organized various occasions to promote environmental-friendly messages in urban environment. Most of these hikes were funded through the Eco-friendly Sports Erasmus+ project, however they become a regular practice for the association.

Promoted physical activity	Hiking/walking
Size	The average group of eco-friendly hikers were between 30 and 50 participants.
Promoting Body	Budapest Association for International Sports (BAIS), funded through the Erasmus+ Sport program of the European Union (Eco-Friendly Sports project)
Governance Structure	BAIS operates as a non-profit association and run by a board of 3 members who are responsible for decision-making.
Management System	The eco-friendly hikes are coordinated by a young group of volunteers, the core decision making is the responsibility of the BAIS board.
Economic Viability	These hikes are economically sustainable as they do not require considerable amount of funding and the event are non-profit.
Environmental Impact	These events have positive impact on the natural environment as the main objective of the hike is to clean polluted areas within the city. Participants are encouraged to use public transportation to reach the meeting venue, therefore BAIS also aims to decrease the carbon footprint of participants transportations.
Health benefit	The event has a positive impact on the health of participants as it promotes health enhancing physical activity by favouring a relatively easy way of moving: walking and hiking in green areas of the city. Participants are often briefed about the health benefits of regular physical activity.
Social Inclusion and Accessibility	These eco-friendly hikes are free, inclusive and open events. BAIS aims to foster intercultural connections through the platforms of sport and physical activity and welcomes participants regardless of their origin, religion, economic and social status. The group of participants regularly represents a wide range of nationalities. When it comes to the accessibility, the events are also opened to people with physical disabilities, however their participation level is quite low.



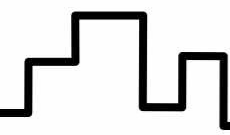
6. Danube Regatta Rowing and Urban Sports Festival 2022



Since 2013, the [Danube Regatta event](#) has been organized annually (with a gap in 2019–21) in Hungary as the biggest university rowing competition. The event aims to promote rowing, dragon boating, university sports, healthy lifestyle and the multifaceted use of the river Danube. The 2022 edition of the event also included the promotion of several urban sports and emphasized the sustainability elements of sporting events.

During the two-day event, the first day is about the competition between university students in different disciplines, like dragon boat, rowing, streetball or urban volleyball. The second day is a day for families and athletes of the younger generation, where children and interested adults can occupy each track and try out their talents

The long-term goal is for the Danube Regatta to grow into a full-fledged multicultural sports event involving the residents and universities of the countries along the Danube. We want to create a tradition where the love of sports and the rhythm of music bring together students and residents of domestic and foreign universities and where community strength and cohesion can be seen in every detail.



Promoted physical activity	Rowing, Dragon boating, Freestyle football, Indoor cycling, Urban volleyball, Cross challenge, B33 basketball, Judo, Arm-wrestling, Strongman challenge, Teqball, Ergometer, Spinning.
Size	6.000 participant in 2 days
Promoting Body	The event was organized by the National Sports Agency
Governance Structure	The project was managed by an organizing committee with specific areas assigned to functional managers including a sustainability manager.
Economic Viability	The event was partly supported by the government, partly by sponsorship.
Environmental Impact	The environmental impact of the event originates from closing certain part of the wharf of Budapest, where the land activities took place and this way traffic and air pollution has been reduced. A green spot was dedicated for educational and awareness raising activities about environmental conscious living.
Health benefit	The event had a significant health benefit resulting from hundreds of university students taking part in the different sport activities listed above. In addition, spectators also had a chance to try out most of the sports. The spinning and ergometer classes were especially popular during the 2-day event.
Social Inclusion and Accessibility	Barrier free access was ensured in the competition centre and the spectator areas.

7. Football Ecology France (FEF)



Football Ecology France is a non-profit association of general interest, which supports and advances football players in the ecological and solidarity-based transition. Football is a popular and educational sport that will play a leading role in preserving the planet and building a resilient society based on solidarity. This project is born in July 2019 to make soccer a major player in the ecological transition through all its stakeholders. [FEF](#) works mainly in urban environments.

Promoted physical activity	Football
Size	FEF is growing fast, and now has over 30 branches, including 5 abroad, 150 members, 400 volunteers and more than 25 partners. Support for more than 100 clubs and local authorities, with over 70 football murals created during the year and more than 1,000 participants sensitized to climate issues in soccer.
Management System	An active association combining football and ecology.
Economic Viability	FEF is a non-profit association supported by several partners committed to the ecological transition.
Environmental Impact	The FEF association has launched the eco-supporter's movement to bring together football players committed to the ecological transition.



Supporters, players, clubs, and stadiums are encouraged to become aware of their impact on the environment and to change their practices. The association has set up educational initiatives such as the "football ecological mural", designed to raise awareness of the pollution generated by the sport, as well as solutions to remedy it. The FEF has created the eco-supporter's program, which aims to promote sustainable transport for all football players, to reduce their carbon footprint. This includes preferring trains to planes and buses to planes for team travel, and carpooling, bus, train, or bicycle for supporters.

Health benefit The FEF initiative promotes physical activity through football, helping to reduce the risk of disease, and respect for the environment.

Social Inclusion and Accessibility For example, on Citizenship Day, the association organizes initiatives in Lyon La Duchère football club to promote shared values such as equality, fraternity, and solidarity, with events and workshops on health, sport, citizenship, gender equality, sustainable development, the fight against discrimination and the prevention of violence against children.

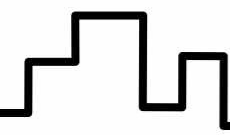


8. Football for the Goals (Norwegians' pilot)



The "[Football for the Goals](#)" initiative is a specific program developed by the United Nations Regional Information Centre for Western Europe (UNRIC) and the Norwegian Football Federation (NFF). It aims to use football as a means to raise awareness about the United Nations Sustainable Development Goals (SDGs) and promote sustainability within the football industry. The "Football for the Goals" initiative in Norway exemplifies the power of football as a platform for social and environmental change. By incorporating sustainable practices within football clubs and engaging fans, it seeks to make a positive contribution to sustainability and inspire a wider audience to embrace sustainable behaviours.

Promoted physical activity	Football
Size	UN initiative: 4 International confederations, 2 Regional federation, 20 National associations, 8 Leagues, and numerous Clubs, Teams, Civil Society organisations.
Promoting Body	The unique collaboration between the UN and Norwegian football involves the clubs in the Eliteserien and Toppserien, as well as NISO and TV 2, working on sustainability goals at club and league level.
Governance Structure	The initiative promotes collaboration between football clubs, organizations, and other stakeholders to share best practices, develop sustainable strategies, and drive collective action towards achieving the SDGs.



<p>Management System</p>	<p>Norwegian Football Federation will develop manuals and guidelines on how to integrate sustainability practices, climate action, gender equality and social equity policies.</p>
<p>Environmental Impact</p>	<p>The initiative focuses on making football clubs more sustainable by implementing measures such as reducing carbon emissions, managing waste, promoting renewable energy, and adopting environmentally friendly practices in stadium operations.</p>
<p>Health benefit</p>	<p>Playing football improves cardiovascular fitness, muscular strength and general physical well-being. Regular participation in football can contribute to weight management, reduced risk of chronic disease and improved mental health. It can improve healthy lifestyle choices, nutrition, injury prevention, mental wellbeing, reduce sedentary behaviour and promote general health.</p>
<p>Social Inclusion and Accessibility</p>	<p>Norwegian Football Federation complies with the major "Equal Opportunities" initiative to provide equal opportunities for boys and girls as grassroots needs of its members. Sustainable football initiatives foster community engagement and social interaction. By bringing people together through football activities, such initiatives help to combat social isolation and promote social cohesion. Positive social connections and a sense of belonging contribute to better mental health outcomes and overall quality of life. Moreover, the initiative aims to engage football fans in sustainability efforts by encouraging responsible behaviour, promoting sustainable transportation to matches, and raising awareness about environmental and social issues through various fan engagement activities.</p>

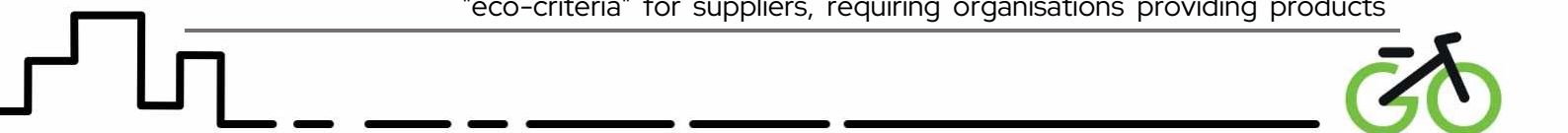


9. Forever Green - Real Betis - Spain



Forever Green, an initiative launched by Spanish football club Real Betis, is a sustainability platform leveraging the universal appeal of football to combat climate change. Forever Green aims to be an open platform for companies and institutions dedicated to safeguarding the planet's future. It promotes an array of climate-friendly actions, allowing participating entities to collaborate on Real Betis projects aimed at reducing carbon emissions and fostering social consciousness about the climate crisis. The initiative is structured around five key themes: climate change, recycling, mobility, nature, and sustainability. The initiative has undertaken a wide range of sustainability actions and awareness campaigns in partnership with various organisations. Some key initiatives include organising a [LaLiga match for sustainability](#), engaging with sponsors to incentivise spectators to contribute to environmentally friendly actions and responding to major global sustainability challenges in collaboration with their partners. Additionally, Forever Green organises clean-up days in the Guadalquivir River and green areas of Seville, with one such effort resulting in the collection of more than 9 tons of waste. The organisation also promotes eco-friendly mobility alternatives among fans and workers, encouraging the use of public transport, electric bikes, cars, motorcycles, and scooters. Real Betis has joined the United Nations' "Sports for Climate Action" and "Climate Neutral Now" initiative, and has been recognized for its efforts, receiving the GBS-Winner Best Environmental Performance 2021 award. It has certified the measurement of its Carbon Footprint for the last three seasons and has also seen more than 500 fans commit to glass recycling.

Promoted physical activity	Football
Size	Real Betis Stadium can average well over 500,000 spectators per year with a capacity of 60,000 seats. Furthermore, distributed audience via tv, newspapers, internet, partner channels and local action can reach a much greater audience.
Promoting Body	Real Betis Balompié - Club Owner
Governance Structure	Interdisciplinary Sustainability Committee: The club established a Sustainability Committee, with colleagues from across departments to coordinate efforts and develop new plans.
Economic Viability	It can be expected that the club gains increased visibility and fan loyalty by engaging in actions that benefit the local and extended community.
Environmental Impact	<p>Partnerships and Actions: Over the course of the first year, Real Betis partnered with more than 50 organisations on more than 50 sustainability projects.</p> <p>Recognition and Reach: Real Betis was invited to showcase the Forever Green platform at the COP26 climate change conference in Glasgow, highlighting its values, objectives, and successes. The club's sustainability work has reached 50 nations, with over one billion impressions online.</p> <p>Net Zero Ambition: As part of its climate change commitments, Real Betis announced the ambition to go net zero by 2040, 10 years ahead of the Paris Climate Agreement goals. The club has measured its carbon footprint for the last three seasons, compensated its emissions and facilitated the use of public and sustainable mobility to reduce carbon emissions, including a partnership with Lime, a e-bike rental provider, that saved 4,200 car trips.</p> <p>Recycling and Education: Real Betis has launched campaigns to accelerate recycling, with a focus on educating youth teams to instil good habits. The club has launched campaigns to accelerate recycling and educate youth teams and the community.</p> <p>Protecting the Natural Environment: Forever Green actions have involved fostering a community around causes like protecting the natural environment. Volunteers have been recruited to clean the local Guadalquivir River, an urban orchard has been cultivated in deprived areas of Seville, and reforestation projects have been funded in the city, Spain, and abroad. Eco-Criteria for Suppliers: Real Betis has created an "eco-criteria" for suppliers, requiring organisations providing products</p>



and services to the club to abide by environmental and human rights criteria in line with international standards.

Sustainable Football Complex: The club has plans to develop a new training complex, aiming to make it "the most sustainable football complex in the world. Source: [Sustainability Report](#)

Health benefit Forever Green's efforts to reduce pollution and carbon emissions contribute to cleaner air, reducing the risk of respiratory illnesses. Furthermore, the sense of pride and satisfaction in supporting a club that is actively contributing to the betterment of the environment and society can further improve quality of life and mental health. Encouraging physical activity through the promotion of sustainable mobility options like cycling, e-biking or walking, can improve fitness levels and reduce the risk of chronic diseases. Participating in cleanup activities can also provide a form of exercise, while simultaneously fostering a sense of community and purpose, which can enhance mental well-being.

Social Inclusion and Accessibility Forever Green fosters inclusivity and provides opportunities for individuals of diverse backgrounds to participate in sustainability actions. The initiative is designed to mobilise all citizens, regardless of their background, to take part in protecting the environment. It promotes social inclusion by removing barriers to participation and providing equal access to resources and opportunities. Additionally, by involving players and the club directly in the initiative, it can inspire fans and local communities to join in these sustainability efforts. The club's focus on educating youth teams and recruiting green volunteers not only empowers young people to take action, but also helps promote sustainability values in the next generation.



10. Green Inspiration I

Renewable energy and education

The Green Inspiration Programme has been created to help European Athletics achieve its 'Your Sport for Life' vision. Driven by the long-term strategies of event partners, the European Athletics Indoor Championships' LOC had a publicly stated target of making the event the most sustainable championships ever. Its policy was articulated in the event programme, on the LOC website and in other official communications. It included:

- ✓ The "All Under One Roof" concept to reduce environmental impact of the local transportation.
- ✓ Renewable energy from local wind power stations provided by event sponsor Göteborg Energi as well as carbon offsetting.
- ✓ Eco-certification of all printed materials.
- ✓ Environmentally and socially responsible choices for food and drink at the event (ethical sourcing, no bottled water sold, etc).
- ✓ Social sustainability through a funding raising project to provide school meals in developing countries.

Promoted physical activity Athletics

Promoting Body European Athletics

Governance Structure The European Athletics Council consists of:

- The President
- Three Vice Presidents, with a minimum representation of one man and one woman
- 13 other members, elected by the European Athletics Congress, with a minimum representation of three members of each gender
- The European Athletics CEO (ex officio)
- The World Athletics President (ex officio)
- The Chair of the European Athletics Athletes Committee (ex officio)

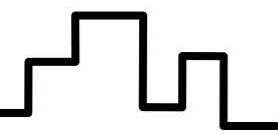
Management System The term of office for the Council is for the period from the effective date of its election to the conclusion of the next Ordinary Congress at which elections of Council members are to be made. The President, Vice Presidents, CEO (ex officio), and up to two Council members, approved by the Council upon proposal by the President, form the Executive Board.



Environmental Impact A strong sustainability policy has been developed by the European Athletics Team Championships' LOC, which was outlined in the pre-event bulletins and the event programme. It included:

- An LOC team tasked with reducing the environmental footprint of the event through better waste management, catering supply and use of power.
- Promotion of spectator use of public transport and bike paths to/from the event venue.
- Use of electric cars (provided by event partner Benfield Motors) for athlete and VIP transportation associated with the event.
- Recycling of waste at the event venue.
- Social sustainability through the staging (in conjunction with event partner NOVA) of a 10km run for more than 5,000 participants ending on same finish line as the championships with the aim of promoting community health and well-being.

Green Inspiration was a visible element of the policy, and the LOC gave GI labels to 12 local primary and secondary schools that participated in a programme designed to engage the local community, increase environmental awareness and promote the event. The programme included lessons about recycling and the local impact of a major sporting event after which the pupils were invited to collect recycled materials and build model buildings representing the countries of the teams competing in the championships (Eiffel Tower, Tower of Pisa, Tyne Bridge, etc). The schools also took part in relay races at the event venue and "adopted" a team participating in the championships.



11. Green Inspiration II

Social Equity

Diversity and inclusion is identified as a key priority for the Green Inspiration Programme sustainability strategy and roadmap. This is also supported by an expectation and shift across the sports industry that sports whether events, federations, teams, or venues become more aware, inclusive, and accessible to a wider audience. Social sustainability has been promoted through funding raising projects to provide school meals in developing countries. Opportunities were identified using Athletes as advocates and supporters for a more diverse sport and social inclusion as well as mentoring programmes and including diversity requirements in the event.

Promoted physical activity	Athletics
Promoting Body	European Athletics
Environmental Impact	<p>Relays and other sports activities for children organised in land confiscated from organised crime staged 100 days before the championships. The main aims were to promote the championships, raise awareness about the fight against crime and environmental issues.</p> <p>This project, called “Free the Nature” was organised by sports management students.</p>
Social Inclusion and Accessibility	<p>Two of the six key priorities of World Athletics’ sustainability strategy are Diversity and Inclusion and Global Equality looking to ensure that the sport becomes more open across gender, age, sexual orientation, and race as well as geography.</p> <p>European Athletics also looks to build diversity across its own operations as well as events to a point where the sport – management and participation - reflects society across – age, gender, race, religion, sexual orientation. Setting a requirement of gender equality across all officials or a maximum of 2 from either gender resulting in European Athletics then being able to make the final selection will drive the need for wider training.</p> <p>Where a Member Federation is unable to provide a female, this is taken from a country able to provide two candidates. Ways of increasing skills could be achieved through expanding the existing leadership programme, developing wider mentoring programmes across the region.</p> <p>The integration of migrant communities was flagged up as an increasing European social issue and one that sport could play a role to both build immediate capacity. Volunteer programmes could ensure they provided</p>



opportunities for work experience to these harder to reach communities and provide valuable training to help them get integrated into the workplace. Events could collaborate with para-Athletics as well as the Masters' events where infrastructure and organisation are combined to produce more inclusive events. Similarly, the accessibility of events, not just access for athletes but fans and spectators as well as operational staff is important. Examples exist across golf, where the European Tour and the Ladies Tour combine on some of their major events such as the Scottish Open sharing infrastructure costs and core delivery teams. The London 2017 World Athletics Championships and Para-World Athletics was a good example of the two organisations combining resources.



12. Green Inspiration III

Health and wellness

The Green Inspiration Programme has been designed to engage the local community:

- ✓ to develop healthy, fitness, diet and environmental habits. Organised by school teachers and the LOC, it has been focused on school children and included attendance at one morning session of the championships and a seminar given by athletic legends.
- ✓ to recognise diversity and voluntary work contributions in local athletics clubs. Inspirational representatives from sport clubs were given the honour of helping to present the medals at the championships.

Promoted physical activity Athletics

Promoting Body European Athletics

Environmental Impact Environmental social responsibility has been a central aim and it has been encapsulated in the slogan “Moving by Nature”, which was used regularly in official communications during the months leading up to the event. The policy included:

- Park and ride arrangements, free public transportation and bike sharing throughout the city for spectators to cut down on carbon emissions.
- A smart phone application for spectators to cut down on the printing of programmes and results.
- Use of recycled materials for the winners medals, awards podium and athlete kit baskets.
- Commemorative medals made of wood from managed forests.
- Extensive use of materials (including LED bulbs) intended to improve energy efficiency at the venue and LOC offices.
- Waste separation and recycling at the venue and throughout the city during the event period.
- Provision of personalised water bottles to event participants to cut down on the use of bottled water
- Merchandising of items made with re-used, recycled and eco-friendly materials to raise awareness of environmental issues.



Health benefit

European Athletics aims to inspire active, healthy, sustainable lifestyles for young people and adults. The target is to achieve activations at all events by promoting federation programmes and using events to highlight national programmes. They also engage with several partners to develop activation programmes to engage young people and adults on healthy, sustainable lifestyles and they develop legacy programmes.



13. Green Inspiration IV

Energy Efficiency and Waste Reduction

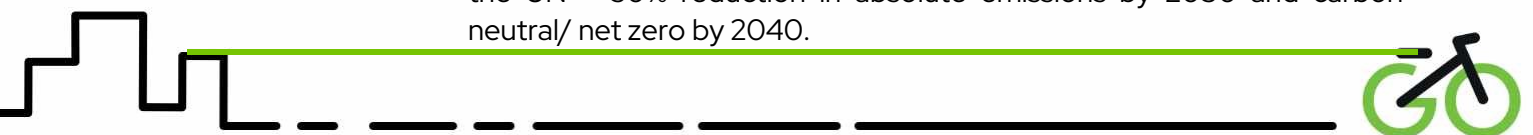
The Green Inspiration Programme has been created to promote European Athletics' championships by involving members of the public in sustainability activities linked to the events. For four years, European Athletics has worked closely with its 51 member federations to develop best practices for environmental issues. Some of the examples include protecting the environment, teaching good lifestyle habits, helping others get fit, physical education and promoting awareness about sustainability issues. As part of its own sustainability programme, the body has also developed a Sustainable Athletics Event Guide and an Eight Step Sustainability Guide.

Promoted physical activity	Athletics
Promoting Body	European Athletics

Environmental Impact The focus of European Athletics sustainability strategy is around managing and mitigating environmental impacts, addressed under the European Athletics Green Inspiration programme. These guidelines are widely available but not fully integrated into HQ operations or events. The largest areas of concern are travel from staff, spectators, and athletes (and their teams) and the challenge to be able to drive change in this space.

The focus on local travel at events was seen as a clear opportunity to focus on what is possible and showcase opportunities in our day-to-day life. The goal of any strategy is not to limit the number of people attending events but to ensure that travel (particularly for staff) is essential and contributes positively to the event. Economic impact reports often focus on the impact of spend from foreign visitors where a wider impact report will report on local society benefits, impact of changing behaviours and engagement with city wide programmes for example.

Carbon emissions and climate action was identified and discussed along with the impact of the sport industry's movement to align with the UN Sport for Climate Action framework, with over 250 sports organisations becoming signatories. Munich has a carbon partner which is assessing the carbon footprint of the event. This could be used as a starting point and provide a benchmark for Athletes and European Athletics. The focus must be on reductions to be credible backed up by offsetting. Clarity on the timeline and scope is required. As a minimum, this should align with the UN – 50% reduction in absolute emissions by 2030 and carbon neutral/ net zero by 2040.



Another area of emissions results from the venue or stadium and manufacture of the equipment used. Whilst this is largely the responsibility of the City and the Stadium, bid documents can set down expectations as well as aspirations in this area. Collaboration with World Athletics can help to drive up the sustainability standards across equipment used in competition and the competition stadia as well as providing funding for capital programmes to improve the sustainability of athletics facilities.

There is a detailed Sustainability Charter that has 8 clear steps and specific actions within this which can be built on and utilised further. Specific areas that were flagged for attention were around:

- Local sourcing: impact of transport miles (economic benefit to local economy)
- Low carbon transport: electric cars – LOC requirements for vehicles – rather than a minimum number of vehicles, perhaps this should be a maximum number
- Waste: reuse and recycling, public engagement, food waste (priority for SPAR)
- Carbon emissions: alignment with partners and across sport – UN Sport for Climate Action framework
- Resource consumption (waste and carbon emissions): clothing, welcome bags, printed materials, branding.

14. Hope Sports



Organization Earth (OE), through its Hope Sports social inclusive initiative, is currently implementing numerous sports for good programmes involving children, women and men. Providing physical activity is not our scope per se. The scope is to use sport as a vehicle for a positive social change. Sport is used in an adjusted way. Hope Sports focus its sessions on the social impact rather than the athletic outcome. The sessions target to enhance positive social values to be applied on and off the pitch, to raise environmental awareness and invite participants to adopt a healthier and more sustainable lifestyle.

Promoted physical activity	Participants take part in sport activities in a social-oriented way that promotes the values of effort, respect, and collaboration.
Size	Appr. 400 participants per year, mostly refugee children and unaccompanied minors
Promoting Body	Organization Earth
Governance Structure	Organization Earth (OE) is governed by a 7 member Board of Directors and 3 alternates. The Board elects an Executive Director to whom it appoints executive powers as well as legal representation. The Board meets at least 4 times annually to set strategy and supervise implementation.



The Executive Director is responsible for managing the Organization which includes the departments on Programming, Operations, Community Engagement and Outreach.

Management System Organization Earth has established a quality management system (planning, management & implementation of National, European and institutional projects) in compliance with the requirements of the International Standard ISO 9001:2015. The management system consists of regular monitoring of projects' performance in terms of i) activities within the scheduled calendar and planned budget; ii) financial monitoring; iii) expected results.

Economic Viability In order to ensure the programs' results' durability, maintenance and sustainability, OE has built strong partnerships and developed a wide network of funding resources at national and international level with institutional organizations, governing bodies, academia and private sector. OE is seeking partners, donors, sponsors that share the same values and vision or any funds that would ensure not only that its activities will be financially sustainable but will also permit to broaden its team and projects. The main funding resources are: EU Funding, International & National Foundations and CSR.

Environmental Impact Hope Sports offers "learning-by-doing" educational programs, aiming at mitigation and adaptation to climate change, predominantly in urban centres, as well as social inclusion, skill-building and green education. Activities' themes focus on issues relevant to urban sustainable development and tackling the climate crisis such as UN Sustainable Development Goals, circular economy, sustainable agri-food systems and healthy eating, biodiversity conservation, recycling, composting and upcycling, and sustainable urban mobility. They encourage the active role of citizens in implementing collective actions and their equal access to a sustainable urban environment.

Health benefit One of the main objectives of Hope Sports projects is to improve the physical, mental, and emotional wellbeing of participants by combining sport, leisure, recreational and environmental activities (connecting with nature reduces stress and enhances inner balance) and to enhance them to adopt a sustainable lifestyle and a healthier nutrition model.



**Social Inclusion
and Accessibility**

Hope Sports activities targeting socially vulnerable groups such as refugees, migrants, unaccompanied minors, women and people with intellectual disabilities providing them equal access to sport activities and opportunities for personal development and social inclusion regardless the gender, the age, the ethnicity, the religion or any other barrier.



15. Olympic and Paralympic Games Paris 2024



The [Olympic and Paralympic Games Paris 2024](#) are a multi-sport event that will take place in Paris, from July 26 to August 11, 2024, for the Olympic Games, and from August 28 to September 8, 2024, for the Paralympic Games. The Olympic Games will feature 28 sports and 33 disciplines, including some new events such as surfing, skateboarding, sport climbing, and breaking (competitive breakdancing). The Paralympic Games will feature 22 sports and 23 disciplines, including new events such as badminton and taekwondo. The events will be held in various venues throughout Paris, as well as in some other cities in France, including Marseille, Bordeaux, and Nantes. The main stadium for the games will be the Stade de France, which will host the opening and closing ceremonies, as well as the athletics events. Paris 2024 is aiming to be a sustainable and inclusive event, with a focus on reducing its carbon footprint and promoting gender equality. The organizers have also promised to prioritize accessibility for people with disabilities and to make the games a celebration of diversity and inclusion.



Promoted physical activity Aquatics (Swimming, Diving, Artistic Swimming, Water Polo), Archery, Athletics, Badminton, Baseball/Softball, Basketball, Boxing, Canoe/Kayak, Cycling, Equestrian, Fencing, Football, Golf, Gymnastics, Handball, Hockey, Judo, Karate, Modern Pentathlon, Rugby, Sailing, Shooting, Skateboarding, Sport Climbing, Surfing, Table Tennis, Taekwondo, Tennis, Triathlon, Volleyball, Weightlifting, Wrestling & Paralympic Sports.

Size 10 million tickets to be sold. While the larger complex is Paris Expo Porte de Versailles has over 220,000 square metres of exhibition space.

Environmental Impact The organisers of the event have made a commitment to prioritise sustainability and reduce the environmental impact of the games, by:

- Carbon neutral: They will aim to offset all of the GHG generated by the games, including those from transportation, energy use, and waste.
- Renewable energy: The organisers plan to use 100% renewable energy to power the games. They will also implement energy efficiency measures to reduce energy consumption.
- Zero waste: All waste generated will be recycled or reused.
- Sustainable transportation: The organisers plan to prioritise sustainable transportation options for athletes, officials, and spectators. They will also implement measures to encourage carpooling.
- Biodiversity: The organisers plan to protect and enhance natural habitats, plant trees and other vegetation, and reduce the use of pesticides and other harmful chemicals.

Overall, the event is aiming to be a model for sustainable and responsible hosting of large-scale sporting events. However, there may still be some environmental impact, particularly in terms of resource consumption and pollution associated with transportation and construction. The organisers will continue to monitor and evaluate the environmental impact of the games and implement measures to mitigate any negative effects.

Health benefit For both the athletes taking part in the Games and the wider community, the event has the potential to bring health benefits:

- improving infrastructure and sports facilities;
 - increasing physical activity and thereby reducing the risk of chronic diseases such as obesity, diabetes and heart disease;
 - improving mental health by reducing stress and increasing self-esteem;
 - providing inspiration and role models; increasing access to health services, particularly for underserved communities.
-



Social Inclusion and Accessibility

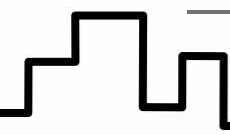
The organisers plan to make the Games as accessible as possible to people with disabilities by providing accessible venues, transport and accommodation. They will also ensure that information about the games is available in accessible formats (braille and sign language). The Paralympic Games will be promoted as equal in status to the Olympic Games by providing equal opportunities and resources for athletes with disabilities. They will also promote the Paralympic Games as a platform for raising awareness about disability rights and inclusion. Moreover, they will also work to promote cultural diversity, gender equality and LGBTQ+ rights.

16. Plogging World - Multi City



Plogging World is a global initiative that combines physical activity and environmental conservation. Developed from the Swedish concept of "plogging" (from "plocka upp" meaning "pick up" and "jogging"), the movement encourages runners to collect litter during their runs, contributing to a healthier environment while staying active. This approach promotes personal health and helps to protect nature and wildlife from the hazards of waste.

Promoted physical activity	Running, Walking
Size	Plogging World lists over 100 cities' initiatives on its network.
Promoting Body	Green Heroes Austria - an NGO working on environmental protection with a focus on waste management - developed the Plogging World initiative as part of their internal mission.
Governance Structure	The initiative empowers individuals or groups to join existing events or create their own events.
Management System	A community shared database connects users and existing plogging organisations. Experience sharing, support and best practices examples are offered by the community
Economic Viability	The events rely on benevolent participation - the initiative is supported by Green Heroes Austria.



Environmental Impact Plogging reduces the amount of waste in natural and urban landscapes, preventing potential harm to wildlife and ecosystems. Additionally, by raising awareness about litter and waste management issues, it inspires more responsible consumption and disposal behaviours.

Health benefit Plogging, combining jogging with picking up litter, offers physical and mental health benefits. It enhances cardiovascular fitness and, with added movements like bending and reaching, provides a more comprehensive workout. Plogging also promotes mental well-being, providing a sense of purpose and achievement from contributing to environmental cleanliness. When done in groups, it can foster social interaction and community engagement.

Social Inclusion and Accessibility Plogging promotes social inclusion by welcoming all ages, fitness levels and backgrounds, fostering community through shared purpose. It enhances public space accessibility, making areas cleaner and safer and raising environmental awareness, furthering its role in inclusivity.



17. Rails to Trails



Rails to Trails Conservancy (RTC) is a U.S.-based organisation founded in 1986 that works to transform unused railroad corridors into multi use trails. Their mission is to create a nationwide network of trails from former rail lines and connecting corridors to build healthier places for healthier people. The organisation is dedicated to connecting people, cities and communities through these trails, making walking, biking, and being active outdoors safe and accessible for everyone.

Promoted physical activity	Walking, Running, Bicycling, e-Biking, Skateboarding & all soft mobility.
Size	RTC reports 1 million grassroots supporters, 24,000+ miles of rail-trails on the ground nationwide and more than 8,000 miles of rail-trails ready to be built
Promoting Body	Rails to Trails Conservancy is a nonprofit organisation primarily funded through a combination of public and private sources. RTC advocates for investments in trails at the federal, state, and local levels
Governance Structure	RTC secures funding to develop trail networks, support trail builders by providing resources and grants, protect trails by leading national efforts to shape the legal framework around rail-trails, and speak out about the transformative power of trails.
Management System	RTC has an extensive management system that enables them to provide resources to both cities and users. For cities and local communities, RTC



helps secure funding to develop trail networks that serve as models for the country. They offer trail planning resources, technical support, and capacity-building grants to rural, suburban, and urban communities seeking to connect their trail systems. For users, RTC maintains TrailLink, a premier trail-finder website and mobile app, connecting millions of people to over 40,000 miles of multi use trails around the country.

Economic Viability RTC’s economic viability depends on its effective resource management and governance structure.

Environmental Impact RTC’s work directly contributes to environmental preservation by rehabilitating disused rail corridors into green trails. This transformation helps restore local ecosystems, supports biodiversity, and provides habitats for wildlife. Additionally, by encouraging non-motorized transportation such as walking and cycling, RTC helps to decrease carbon emissions

Health benefit RTC promotes positive health benefits by encouraging active lifestyles. The trails provide accessible venues for walking, biking, and other outdoor activities. This facilitates regular physical exercise, leading to improved cardiovascular health, weight management, and mental well-being. The trails also offer a safe, free, and inclusive space for community recreation and social interaction.

Social Inclusion and Accessibility RTC is strongly committed to social inclusion and accessibility. They advocate for the right of every individual—irrespective of race, gender, geographical location, income, age, ability, sexual orientation, or minority status—to have access to free, accessible, and safe places for walking, biking, and being active.



18. WTA 250 Strasbourg

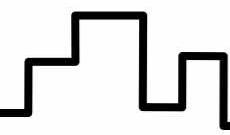
The first French eco-friendly event



The WTA 250 Tournament in Strasbourg was created in 1987 and is currently the first French eco-responsible event. It is a women's tennis tournament that takes place every year in May, just before Roland Garros. The event is located at the Strasbourg Tennis Club at the foot of the European Parliament, hosting 32 players from the WTA circuit. Since 2009, the Internationals of Strasbourg (IS) are recognized for their commitment to the environment through the charter of eco-friendly commitments. Last year, the Tournament was rewarded by the Sustainable Development Commission of the Union Sport & Cycle and won the prize for the most committed sports event of the year. This prize, which is part of the "ecosport awards", highlights the virtuous and innovative event on the environmental level. Gender equality and inclusion are also promoted through their work in introducing wheelchair tennis with the ARAHM association (a Regional Association for the disabled) and the campaign "Women is a winner".

Promoted physical activity Tennis, Paddle, Ping Pong, Beach Tennis, Wheelchair tennis

Size 32 professional tennis players, over 23,000 spectators, and 150 volunteers.



Management System The IS have become the reference in environmental commitment for the WTA. They share their experience with tournaments that are looking for guidance and assistance in implementing a greener approach.

Economic Viability The tournament has many partners which facilitates the viability. The partners are also committed to the ecological approach.

Environmental Impact In 2018, it obtained level 3 (maximum) of the Alsace Eco-Events Commitment Charter, rewarding 80 eco-friendly actions put in place. They are one of the major sporting events that have signed the "Charter of 15 eco-friendly commitments" of the Ministry of Sports and the WWF. They have set up a reforestation project in the Mollkirch forest next to the tournament. This reforestation project has received the "Low Carbon" label from the Ministry of Ecological Transition. Thanks to its eco-friendly commitments, the tournament has. Reduced its carbon emissions by nearly 30% since 2010. **Food** Calculation of the carbon footprint of VIP meals. In 2022, the average CO2 emission per meal was 510g, compared to 2200g in a gourmet restaurant. **Mobility** Deduction of the price of the tramway ticket for spectators and Reduction on the price of the tournament ticket for all spectators coming by train. Carpooling operation: free and reserved parking spaces. Movement of players and officials only in hybrid and electric cars thanks to our official BMW transporter.

Health benefit For the athletes participating in IS and the regional population, the event can have health benefits: improved tennis infrastructure, increased physical activity, which helps reduce the risk of disease. Promote the feminization of the sport, Provide role models for young tennis players.

Social Inclusion and Accessibility The IS supports the ARAHM: promotion of the association during the tournament, welcoming young children with disabilities on the site of the tournament to live animations around tennis. Promotion of Wheelchair Tennis through animations and Collaboration with Yoolabox: official reseller of tickets for the PRM. The IS also supports the association Fête le Mur: an association created in 1996 by Yannick Noah to help young people in difficult neighbourhoods.



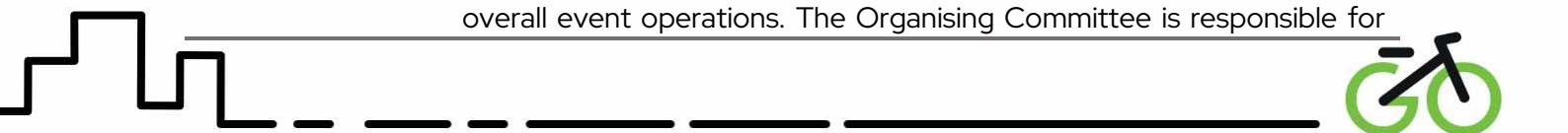
19. European Universities Games - Coimbra 2018



The European Universities Games Coimbra 2018 was Europe's largest university sports event of the year, and the largest multi-sport event ever held in Portugal. The European Universities Games is a multi-sport event for athletes from European universities, held every two years in different European university cities. In 2018, the fourth edition of the event under the slogan "A winner's heartbeat!", a total of 13 sports made up the Games, with the inclusion of student athletes with disabilities and the introduction of a new demonstration sport. In addition to the sports competitions, the Games aimed to promote physical and healthy activity among university students, as well as sustainable practices and cultural exchange among participants. European University Games 2018 aims to:

- ✓ Promote sport in the university by increasing the number of students and other members of the academic community involved in sports;
- ✓ Raise awareness of sport and physical activity as driving forces for a healthy lifestyle;
- ✓ Promote the inner values in the practice of sport, such as fair play, unity, tolerance, social inclusion, equal opportunities and accessibility, teamwork and the importance of exercise.
- ✓ Promote sustainability and environmental practices through multi-sport events;
- ✓ To link sporting competitions with educational programmes.

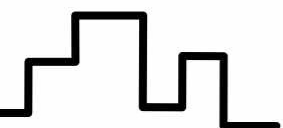
Promoted physical activity	Athletics, basketball, beach volleyball, football, futsal, handball, judo, rowing, rugby sevens, swimming, table tennis, tennis, volleyball, and more
Size	Over 4000 participants - students of more than 300 universities from over 30 European countries.
Promoting Body	The main organizers and promoters of the event were the European University Sports Association (EUSA) and the Academic Federation of University Sports (FADU), along with their respective partners and member institutions. The financing for the games came from various sources, including public and private entities. The Portuguese government, through its Ministry of Education and Ministry of Science, Technology, and Higher Education, provided financial support for the event. Additionally, the Coimbra City Council and the University of Coimbra, as the host city and host university, respectively, contributed to the financing of the games. Finally, the University of Coimbra received funding from the Erasmus+ programme.
Governance Structure	The governance structure of the European Universities Games (EUG) in Coimbra 2018 involved several key entities and stakeholders responsible for the planning, organization, and execution of the event. EUSA is the overarching governing body responsible for promoting and organizing the European Universities Games. EUSA establishes the general framework, rules, and guidelines for the games and oversees their implementation. FADU played a vital role in coordinating with EUSA and local authorities to ensure the successful organization of the Coimbra 2018 games. FADU collaborated with universities, sports clubs, and relevant stakeholders in Portugal to facilitate the event. The Coimbra City Council, alongside local government and administrative bodies, collaborated with the Organizing Committee to provide the necessary infrastructure, support services, and logistical arrangements for the games. This involved coordinating with local venues, ensuring the availability of sports facilities, managing security and transportation, and promoting the city as a welcoming host. Member universities and institutions from across Europe nominated their student-athletes and teams to compete in various sports disciplines. They were responsible for selecting and preparing their respective teams, ensuring compliance with EUSA guidelines, and facilitating the participation of their students in the games.
Management System	The Organising Committee was responsible for the day-to-day management and coordination of the Games. It consisted of representatives from EUSA, FADU, the host city (Coimbra) and the host university (University of Coimbra). The committee oversaw various aspects of the event, including venue selection, logistics, accommodation, transport, sports facilities, volunteer management and overall event operations. The Organising Committee is responsible for



creating a comprehensive plan for the Games, including setting objectives, defining timelines, controlling activities, monitoring sustainability and establishing clear roles and responsibilities for committee members. The committee identifies potential risks and develops risk management strategies to mitigate them. This includes assessing safety and security measures, developing emergency response plans and working closely with local authorities, medical services and security personnel to ensure the well-being of participants and visitors.

Environmental Impact

The University of Coimbra (UC) has been recognised as the most sustainable institution in the world, and the European Universities Games provided an opportunity to highlight its commitment to sustainability. The university's initiatives to combat food waste, provide subsidised meals and offer affordable food baskets to student residences were all instrumental in achieving sustainable goals. In terms of mobility, participants were encouraged to walk and cycle between venues whenever possible. For long distances, participants were offered the option of travelling to the venue by train, and the organisers ensured that one of the welcome points was located at the train station. In addition, the University, together with the Instituto Pedro Nunes, a non-profit institution that supports start-ups, is focusing on the creation of spin-offs, active patents and the development of initiatives such as "Energy for Sustainability (EfS)" and "Ageing Coimbra", which support the UC's efforts in sustainable development and innovation.



CITY GREEN, GO!

City, Green, Go! is a 2-year-long project, financed by the Erasmus+ program, that aims to promote health-enhancing physical activities in urban settings, while encouraging citizens to live an environmentally conscious life.

City, Green, Go! will tap into the opportunities that urban settings provide relevant stakeholders – sports and environmental organizations, local authorities and companies – with a Directory to increase the sport and PA levels and the environmental awareness of the urban population.

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