

# SHARE 2.0

## Green Sport Manifesto



Credit: Mantas Zilicius

**EUROPEAN COMMISSION**

Directorate-General for Youth, Sport and Culture  
Directorate EAC D — Culture, Creativity and Sport  
Unit EAC D.3

*E-mail:* [EAC-UNITE-D3@ec.europa.eu](mailto:EAC-UNITE-D3@ec.europa.eu)

*European Commission  
B-1049 Brussels*

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# **SHARE 2.0**

## **Green Sport Manifesto**

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## List of acronyms and abbreviations

<b>CBD</b>	Convention on Biological Diversity
<b>CSR</b>	Corporate Social Responsibility
<b>ERDF</b>	European Regional Development Fund
<b>FIS</b>	International Ski and Snowboard Federation
<b>IOC</b>	International Olympic Committee
<b>IUCN</b>	International Union for Conservation of Nature
<b>NEB</b>	New European Bauhaus
<b>SDGs</b>	Sustainable Development Goals
<b>UNEP</b>	United Nations Environment Programme
<b>UNFCCC</b>	United Nations Convention on Climate Change

# Green Sport Manifesto

The Manifesto aims to drive environmental sustainability action in the European sport sector. By signing up to five commitments, any organisation involved in sport in Europe can join others in highlighting their commitment to sustainability. Organisations signing the Manifesto can find resources tailored to their commitments and join an online community to share their work and receive peer support.

The Manifesto divides the sport sector into two simple groups with appropriate commitments for each: sports organisations and businesses in one group, and public sector sport policy-makers and funders in the other. A brief summary of the commitments is given below, and the full Manifesto is available on <https://sport.ec.europa.eu/initiatives/share-20><sup>1</sup>.

## **(i) As a sport sector organisation or business, we commit to:**

- Put a sustainability governance structure in place;
- Produce a sustainability strategy covering European Green Deal topics;
- Measure and report sustainability progress yearly, across operations and events;
- Support green sport cooperation and knowledge-sharing;
- Develop, use and share green sport tools.

Or,

## **(ii) As a government or public sector policy-maker or funder, we commit to:**

- Establish a sustainable sport board or advisory group;
- Support green sport cooperation and knowledge-sharing;
- Develop, use and share green sport tools;
- Work towards making environmental sustainability an important funding criterion;
- Prioritise sustainability support for smaller sports, local events and grassroots activities

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<sup>1</sup> <https://sport.ec.europa.eu/initiatives/share-20>

## The Green Sport Manifesto aims to:

- **Engage the European sport sector at every level** to demonstrate solidarity and commit to concrete, verifiable steps to make Europe more environmentally sustainable through the practise of sport.
- **Consolidate a green sport movement by pooling participant organisations and institutions** who, by signing up to some simple yet essential steps, will publicly signal and communicate their commitment to sustainability.
- **Provide basic information and signpost sport organisations to further resources and case studies** to help them take the first step, or move further, on their sustainability journey.
- **Support and complement existing successful green sport initiatives at national and international level**, whilst encouraging adaptability to local circumstances. Specifically, to be compatible with International Olympic Committee (IOC) sustainability principles, the United Nations Sustainable Development Goals (SDGs) as well as the European Green Deal and corresponding policies at European and national level.
- **Facilitate greater connectivity and sharing within the sector by exchanging resources and best practices**, and to support greater innovation and new solutions, particularly through cross-sectoral collaboration and engagement with subject experts from outside the sector.

Endorsing the Green Sport Manifesto is a significant initiative showing commitment to environmentally sustainable sport. However, it does not provide direct access to funds made available under EU programmes and instruments.

## Background and context

Recently, Europe has been increasing connections between sport and the environment and supporting the European sport sector's response to the urgent challenges and opportunities in this area. This has primarily been through the European Commission's Green Sport Expert Group (hereafter, Green Sport Expert Group) and publication of, *Sport's contribution to the European Green Deal. A sport sector playbook*<sup>2</sup> (hereafter, the Playbook). There has also been an

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<sup>2</sup> <https://sport.ec.europa.eu/news/a-sport-sector-playbook-for-the-european-green-deal>



increase in environment-focused sports projects supported by EU funding, such as through Erasmus+, Life and the SHARE initiative.

### **Project in a nutshell**

The Manifesto builds on the work of the Green Sport Expert Group and follows the publication of their policy guidance on green sport in the Playbook. SHARE 2.0's thematic community of practice on green and sustainable sport (hereafter, SHARE 2.0 Green Sport CoP) now seeks to help the European sports community to move from policy to practice in delivering more sustainable sport aligned with the European Green Deal.

To this end, the SHARE 2.0 Green Sport CoP, informed by an expert Steering Group and outputs from its first conference in September 2024<sup>3</sup>, proposes the following process to move the sport sector forward:

- SHARE 2.0 Green Sport Manifesto to engage all levels and types of sport.
- A series of workshops and regular webinars to support European sport's engagement with the Manifesto and environmental sustainability more widely.
- This ideas paper focuses on the Manifesto.

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<sup>3</sup> <https://sport.ec.europa.eu/news/taking-a-step-into-the-future-of-sport-insights-from-the-2024-share-20-annual-conference>

# 1. Introduction

## SHARE 2.0 Initiative

**SHARE 2.0<sup>4</sup>** is a European Commission initiative to foster dialogue, build capacity and facilitate collaboration amongst over 400 sport stakeholders in the fields of EU funding, health, innovation and sustainability. It is based around four **Communities of Practice (CoPs)** which include public authorities, grassroots sports organisations, federations, and policy experts. CoPs are based on a participatory method that allows all SHARE2.0 members to take an active role.

The CoPs met in September 2024 for the **SHARE 2024 Annual Conference in Brussels**. During the discussions, each Community identified key topics which then formed the basis for the development of this **paper**. To ensure effective representation, the feedback was gathered through a bottom-up approach which was made possible thanks to the **contributions of SHARE members, including the active involvement of the Steering Group members**. The Steering Groups of each CoP are composed of up to 10 members selected through a Call for Expressions of Interest. Their role includes steering discussions and supporting the definition of topics, capacity-building activities and papers.

This paper has been edited with the primary objective of being a valuable resource for sport stakeholders, by sport stakeholders.

## The European Sport Model

In 2022 the study on the European Sport Model<sup>5</sup> highlighted sustainability as a crucial development within the sport sector. Similarly, the Fifth EU Work Plan for Sport (2024-2027), which set out priorities and strategic objectives for sport across the European Union, emphasised sustainable sport as one of the key topics<sup>6</sup>. In a similar manner, the SHARE 2.0 initiative has reflected on the topic through the SHARE 2.0 thematic community of practice on green and sustainable sport (hereafter, SHARE 2.0 Green Sport CoP), linked to the European Green Deal objectives and during its annual SHARE 2.0 conference<sup>7</sup>. It builds on the

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<sup>4</sup> <https://sport.ec.europa.eu/initiatives/share-20>

<sup>5</sup> European Commission: Directorate-General for Education, Youth, Sport and Culture, Sennett, J., Le Gall, A., Kelly, G., Cottrill, R. et al., Study on the European sport model – A report to the European Commission, Publications Office of the European Union, 2022, <https://data.europa.eu/doi/10.2766/28433>

<sup>6</sup> Resolution of the Council and of the Representatives of the Governments of the Member States meeting within the Council on the European Union Work Plan for Sport (1 July 2024 – 31 December 2027), 9771/24, <https://data.consilium.europa.eu/doc/document/ST-9771-2024-INIT/en/pdf>.

<sup>7</sup> <https://sport.ec.europa.eu/initiatives/share-20>

previous phase of the [SHARE initiative \(2018-2023<sup>8</sup>\)](#), when several key documents on green sport, including 'Green Transition and Sport at All Levels' and 'Guidance for Local Clubs Becoming Greener' were published.

## **The environmental impact of the sport sector**

Sport holds significant cultural and economic importance<sup>9</sup> in Europe, from large-scale sporting events in state-of-the-art stadia in European cities, to the practice of grassroots sport using local facilities, to outdoor sport in mountains, rivers, and seas. However, the sport sector also has a considerable environmental impact on land, water, air and wildlife. Due to its size and importance, as well as its close connection with other sectors such as transport, energy, construction, waste management, hospitality, food and beverage, tourism, communications and broadcasting, sport generates various sources of pollution and environmental impacts.

In the European Union, the effect of sport on the environment varies from one Member State to another, and across sporting disciplines. For example, sports like swimming depend on energy-intensive facilities, while outdoor sports sometimes require substantial infrastructure that can have a direct impact on natural areas, including coastal regions, woodlands and mountains (e.g. skiing)<sup>10</sup>. For instance, the [French Agency for Ecological Transition \(Ademe<sup>11</sup>\)](#) claims that a gathering of 5,000 people produces more than 2.5 tonnes of waste, and uses more than 1,000 kWh of energy and 500 kg of paper.

However, the primary environmental impact of sport, particularly on climate change - is often due to fans and athletes travelling for large sporting events. For many of these, the greatest potential for reducing greenhouse gas emissions lies in addressing spectator emissions, particularly travel to and from matches and tournaments<sup>12</sup>. Logically, organisers of sports matches, leagues and qualifying events need to consider the location and sequencing of their events and schedules in order to minimise the travel of teams and athletes, and the fans that follow them. Spectator emissions are closely related to where athletes travel,

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<sup>8</sup> <https://sport.ec.europa.eu/initiatives/share-initiative-2018-2023>

<sup>9</sup> According to the 2018 '*Study on the economic impact of sport through sport satellite accounts*', sport-related activities contributed to 2.12% to the EU's GDP, amounting to EUR 279.7 billion. Additionally, sport-related employment accounted for 2.72% of total EU employment, including athletes, coaches, support staff and administrators.

<sup>10</sup> WWF: Report WWF France - climate change: the world of sport at +2°C and +4°C. Available at: [https://www.wwf.fr/sites/default/files/doc-2021-07/02072021\\_Rapport\\_Dereglement-climatique\\_le\\_monde\\_du\\_sport\\_a\\_plus\\_2\\_et\\_4\\_degres\\_WWF%20France\\_4.pdf](https://www.wwf.fr/sites/default/files/doc-2021-07/02072021_Rapport_Dereglement-climatique_le_monde_du_sport_a_plus_2_et_4_degres_WWF%20France_4.pdf)

<sup>11</sup> <https://www.ademe.fr/en/frontpage/>

<sup>12</sup> The EU-funded 'LIFE Tackle' project estimated that for a professional football match, transportation alone accounted for 40% of the environmental footprint, with over 70% of this being attributed to supporters' travel. Available at: <https://lifetackle.eu/>

since in some sports (e.g. football), fans follow their favourite team to away games.

## The impact of climate change and the environment on sport

Climate change also has a significant impact on sport, for example on infrastructure, event scheduling and organisation, leading to disruptions, delays or cancellations. Winter and water sports are particularly threatened by issues such as lack of snow, coastal erosion, sea level rise, flooding or water quality problems. For example, climate change negatively impacts the length of the season for some sports such as skiing. Additionally, athletes' health and performance are also jeopardised by heat stress, UV exposure, allergens or air pollution.

The relationship between the environment and sport is complex, and efforts to address climate impacts may inadvertently increase the environmental footprint of sports activities. For example, solutions like artificial snow making and increased irrigation can further harm the environment.

## Green sport in the European Union

'Green sport', also known as '*sustainable sport*', '*sport and environment*' or '*eco-sport*', is a concept that refers to sports activities and events that are designed, organised, and executed with a focus on environmental sustainability and minimising their environmental impact. In Europe, this concept has gained increasing attention in recent years, thanks to increasing levels of environmental scrutiny, legislation, and initiatives such as the [European Green Deal](#)<sup>13</sup>, which sets a path towards carbon neutrality by 2050, requiring collective action from all sectors, including sport.

At European level, green sport is gaining importance and has been incorporated into the EU Work Plan for Sport<sup>14</sup>. It has also been referenced in several texts such as the [European Parliament Resolution on Sports policy](#)<sup>15</sup>. In 2022, two significant Council Conclusions were published. The French Presidency released Conclusions on *Sport and physical activity, a promising lever to transform*

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<sup>13</sup> [The European Green Deal - European Commission](#)

<sup>14</sup> Resolution of the Council and of the Representatives of the Governments of the Member States meeting within the Council on the European Union Work Plan for Sport (1 January 2021-30 June 2024). Available at: <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX%3A42020Y1204%2801%29>

<sup>15</sup> European Parliament resolution of 23 November 2021 on EU sports policy: assessment and possible ways forward (2021/2058(INI)). The document emphasised the need for environmental sustainability in the sport sector in line with the Green Deal. Available at: [https://www.europarl.europa.eu/doceo/document/TA-9-2021-0463\\_EN.html](https://www.europarl.europa.eu/doceo/document/TA-9-2021-0463_EN.html)

*behaviour for sustainable development*<sup>16</sup> while the Czech Presidency focused on, *Sustainable and accessible sports infrastructure*<sup>17</sup>. Both texts highlight the need to minimise sport's negative impact on the environment and biodiversity, adapt to climate threats and adopt sustainable, energy-efficient and low carbon solutions from different perspectives

In addition to these policy documents, the EU is actively making funding available to support the green transition of the sport sector.

Key funding programmes for environmental sustainability in sport	
Funding programme	Example of projects
<p><b>Erasmus+ Sport</b><sup>18</sup></p> <p>Erasmus+ provides funding to projects aiming to increase capacity and knowledge in organisations connected to sport, physical activity and voluntary activities.</p>	<ul style="list-style-type: none"> <li>• <b>Green Sports Hub Europe (GSHE)</b><sup>19</sup> is a three-year project which aims to establish an EU-level hub to enhance the environmental performance of sports.</li> <li>• <b>ASAP project</b> developed the 'ASAP Roadmap and Toolbox' giving any sport organisation a helping hand in the development of their own sustainability strategy<sup>20</sup>.</li> <li>• Through the <b>OCEAN</b><sup>21</sup> project, sport organisations were supported to enhance climate action in their ecosystem, measure and reduce their carbon footprint. All tools are available on the project website.</li> <li>• <b>ACCESS</b><sup>22</sup> aims to tackle the gap between the environmental performance of sports clubs and the environmental strategies of the cities or regions where they are based. It focuses on regional and cross-sectoral solutions based on circular economy actions.</li> </ul>

<sup>16</sup> Conclusions of the Council and the representatives of the governments of the Member States on 'Sport and physical activity, a promising lever to transform behaviour for sustainable development' (2022/C 170/01). [https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52022XG0425\(01\)](https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52022XG0425(01))

<sup>17</sup> Conclusions of the Council and the representatives of the Governments of the Member States meeting within the Council on sustainable and accessible sports infrastructure. 15365/22. Available at: [st15365-en22.pdf](https://st15365-en22.pdf)

<sup>18</sup> <https://erasmus-plus.ec.europa.eu/opportunities/opportunities-for-organisations/sport-actions?>

<sup>19</sup> The Green Sports Hub project has the objective to empower European Sports Federations, smaller associations and clubs to address environmental sustainability through a European hub that provides tools, policy guidance and good practice examples. Its audiences include federations, policy makers, sports clubs and NGOs. Available at: <https://greensportshub.eu/>.

<sup>20</sup> <https://www.olympijskytym.cz/asap-sport>

<sup>21</sup> <https://project-ocean.eu/>

<sup>22</sup> <https://access-cc.eu/>

## Key funding programmes for environmental sustainability in sport

### LIFE programme<sup>23</sup>

The LIFE Programme is the EU's funding instrument for the environment and climate action. It can support the sport sector in adopting more sustainable practices.

- LIFE Tackle<sup>24</sup> sought to improve the environmental management of football matches as well as the overall level of awareness and attention towards environmental issues in the football sector.
- The Recycleyourboots project<sup>25</sup> aims to recycle dismantled ski boots, which are currently disposed of in landfills, into new plastic products by regenerating polymers. This will be achieved through a cross-industry system in Italy, Austria, France, and Germany. The project seeks to overcome market barriers to ensure a steady supply of recycled plastics, aligning with the European Green Deal and relevant EU directives on waste and plastics.
- The LIFET4C project<sup>26</sup> aims to create a high-performance synthetic turf pitch that is both safe and sustainable, including its end-of-life management. This involves improving the design and manufacturing processes of its components from an advanced prototype stage to full-scale production, and ensuring the turf performs well in real-world conditions.
- More projects can be found in the LIFE public database<sup>27</sup>.

<sup>23</sup> [https://cinea.ec.europa.eu/programmes/life\\_en](https://cinea.ec.europa.eu/programmes/life_en)

<sup>24</sup> <https://lifetackle.eu/>

<sup>25</sup> <https://webgate.ec.europa.eu/life/publicWebsite/project/LIFE20-ENV-IT-000206/transnational-supply-chain-to-recover-end-of-life-skiboats-and-give-a-new-life-to-recycled-plastic>

<sup>26</sup> <https://webgate.ec.europa.eu/life/publicWebsite/project/LIFE22-ENV-ES-LIFET4C-101113745/circular-and-safe-solution-for-synthetic-turf-pitches>

<sup>27</sup> <https://webgate.ec.europa.eu/life/publicWebsite/search>

## Key funding programmes for environmental sustainability in sport

### European Regional Development Fund (ERDF)<sup>28</sup>

The ERDF can fund sport and sports infrastructure through the green and low-carbon priorities. This can be achieved, for instance, through the construction or renovation of sports facilities to reduce their environmental impact.

- **The VUB swimming pool** in Belgium was renovated to make it more sustainable. The renovation of the pool, costing EUR 8 million, was significantly supported by the ERDF, alongside contributions from state sources and private sponsors<sup>29</sup>.
- **Installation of a nearly zero-energy sport facility as a model project**<sup>30</sup>. The project aims to develop a nearly zero-energy sports facility in Kisvárdá, Hungary, focusing on football and handball. It emphasises sustainability through the use of renewable energy, energy-efficient design, and environmental education.
- **The Pampeloponnesian Stadium of Patras**<sup>31</sup>, Greece, enhanced the stadium's energy efficiency by upgrading the air-conditioning system, installing a solar hot water system, implementing a central management system, and replacing old lighting with energy-efficient LED technology.
- More projects can be found in the **Kohesio database**<sup>32</sup>.

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<sup>28</sup> [https://ec.europa.eu/regional\\_policy/funding/erdf\\_en](https://ec.europa.eu/regional_policy/funding/erdf_en)

<sup>29</sup> <https://www.vub.be/en/support-vub/support-vub-through-gift/renovated-vub-swimming-pool>

<sup>30</sup> <https://kohesio.ec.europa.eu/en/projects/Q3944161>

<sup>31</sup> <https://kohesio.ec.europa.eu/en/projects/Q2770535>

<sup>32</sup> <https://kohesio.ec.europa.eu/en/projects>

## Key funding programmes for environmental sustainability in sport

### New European Bauhaus<sup>33</sup>

The New European Bauhaus (NEB) brings citizens, experts, businesses, and institutions together to reimagine sustainable living in Europe and beyond. In addition to creating a platform for experimentation and connection, the initiative also supports positive change by providing access to EU funding for beautiful, sustainable, and inclusive projects.

The background paper prepared as part of the SHARE initiative 1.0 identified some of the opportunities offered by the NEB to the sport sector<sup>34</sup>.

As part of the NEB Festival 2024, the movement Sport#withoutwaste<sup>35</sup>, with the general mission of rethinking grassroots sport practices of how events are conducted and of sparking new green policies in sport, was highlighted. Although the New European Bauhaus does not directly target the sport sector, it welcomes contributions from a wide range of stakeholders including the sport movement. Current calls for proposals are found here<sup>36</sup>. Nevertheless, as part of Pilot Projects and Preparatory Actions (PPPA) the call Sport for People and Planet - a new approach on sustainability through sport in Europe, was launched in 2023<sup>37</sup>.

### Horizon Europe<sup>38</sup>

Horizon Europe is a research and innovation-focused programme which can support sport projects, particularly around topics which connect research and innovation in sport with health, culture, climate and environmental topics.

### Upwears<sup>39</sup>

This is a project to develop sustainable solutions for upgraded smart wearables and equipment in sport. With participants in France, Sweden, Belgium and Portugal, the project researches reduced environmental impact sport textiles which incorporate biomimetic fabrics, embedded electronics and energy sensors.

The sport sector can play a dual role in contributing to the European Green Deal targets by reducing its own environmental impact and by inspiring broader behaviour change. Additionally, sport can reach vast audiences through events, broadcasts, and online media: sport players, clubs, brands and sponsors are increasingly promoting sustainability.

<sup>33</sup> [https://new-european-bauhaus.europa.eu/index\\_en](https://new-european-bauhaus.europa.eu/index_en)

<sup>34</sup> [sport.ec.europa.eu/sites/default/files/2022-08/The-New-European-Bauhaus\\_opportunities-for-the-sport-sector-final.pdf](https://sport.ec.europa.eu/sites/default/files/2022-08/The-New-European-Bauhaus_opportunities-for-the-sport-sector-final.pdf)

<sup>35</sup> [https://new-european-bauhaus.europa.eu/events/festival/fair/sport-withoutwaste-bg-be-active-bg\\_en](https://new-european-bauhaus.europa.eu/events/festival/fair/sport-withoutwaste-bg-be-active-bg_en)

<sup>36</sup> [https://new-european-bauhaus.europa.eu/funding/currently-open-and-forthcoming-calls\\_en](https://new-european-bauhaus.europa.eu/funding/currently-open-and-forthcoming-calls_en)

<sup>37</sup> <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/calls-for-proposals?callIdentifier=PPPA-SPORT-2023-PEOPLE-PLANET&isExactMatch=true&status=31094501,31094502,31094503&order=DESC&pageNumber=1&pageSize=50&sortBy=startDate>

<sup>38</sup> [https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe\\_en](https://research-and-innovation.ec.europa.eu/funding/funding-opportunities/funding-programmes-and-open-calls/horizon-europe_en)

<sup>39</sup> <https://cordis.europa.eu/project/id/101130741>



The sport sector itself has been addressing environmental issues since at least the 1990 Rio Earth Summit and the 1994 Lillehammer Olympic Winter Games, with mega events like the Olympic Games sometimes leading the way, along with nature-dependent sports such as surfing, and high-impact sports such as golf, motor sports and winter sports gradually following suit. Increasingly however, questions are being asked about the viability of some sports and events and the suitability of some sponsors who may be using sport to 'greenwash' or 'sportswash' their brands.

### **International frameworks for environmental sustainability**

At international level, the key international frameworks for environmental sustainability in sport include: the UN SDGs, the IOC Sustainability strategy, UN Sport for Climate Action and **Sports for Nature Framework (See Annex II)**.

### **Driving sustainability in sports: a unified effort**

Making the sport sector more sustainable requires the collective efforts of decision-makers, international and national sport federations, sponsors, funders, professional and grassroots sport clubs, the fitness sector, the sporting goods industry, the sport tourism sector, as well as consumers, leisure athletes, and fans. For example, without a clear commitment by all sport sector actors to be accountable and responsible for their own impact, while effecting behavioural change among the public, the world of sports will not realise its potential to help resolve the global challenges we currently face.

## 2. The Manifesto explained

### 2.1. Who is the Manifesto for?

#### 2.1.1. Audience



The Manifesto is for all organisations involved in the European sport sector: from leisure and grassroots activities to clubs and leagues of all sports and all sizes; from equipment and apparel manufacturers to sports technology and research organisations; from host cities and venue operators to rights holders and governing bodies. All these actors and activities contribute to sport's environmental impact, whether it is in terms of providing goods and services, building or maintaining facilities, organising events or taking part as participants or fans.

The intention is for the Manifesto to be fully inclusive and all-encompassing across all sports and Member States, fostering solidarity and exchange between the different levels and types of organisations operating across the sports sectors.

Examples of potential Manifesto signatories include:

#### At European level

Pan-European sports organisations such as European sports federations and committees, European sporting rights holders and event organisers, European Union directorates concerned with sport or environmental protection, European sport and sustainability non-governmental organisations (NGOs).

#### Member State level

Member State sports organisations including federations and governing bodies, National Olympic Committees (NOCs), sports clubs, leagues, rights holders, sponsors, the sporting goods industry, NGOs, suppliers and contractors, plus those operating events and sports facilities at all levels. Ministries (responsible for sport, health, climate, environment, etc.) and other publicly-funded sport bodies. Host cities and regional and local government entities.

## 2.1.2. Scope of the Manifesto

### Organised around the European Green Deal

Following the work of the European Commission's Green Sport Expert Group (the Green Sport Expert Group) and its guidance provided in, *Sport's contribution to the European Green Deal. A sport sector playbook*<sup>40</sup> (the *Playbook*), the Manifesto will focus on encouraging and supporting the European sport sector to take action on environmental sustainability and move towards meeting the ambitions of the European Green Deal.

For this reason, the recommendations and guidance in the Manifesto are organised around the following Green Deal categories: clean energy; sustainable industry; building and renovation; farm to fork<sup>41</sup>; eliminating pollution; sustainable mobility and biodiversity.

## 2.2. Why is the Manifesto needed?

### 2.2.1. Evidence and recommendations from the Green Sport Playbook



Eighteen months of consultations and analysis of the state of environmental sustainability in the European sport sector by the Green Sport Expert Group in 2022 and 2023, culminated in the analysis and policy recommendations published in the Sport Sector Playbook, in 2023<sup>42</sup>. It sets out a detailed set of challenges and opportunities, and highlights:

- A disparate and disjointed sport sector in relation to environmental issues, with highly varied challenges influenced by the type of sport, its location and the resources available to it. The analysis identified relatively few joined-up approaches to environmental sustainability, either at Member State level or by sport.
- A lack of governance structures and clear responsibilities for green sport in many sports organisations, plus poor coordination across public bodies with responsibilities for sport or environmental issues in many places.

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<sup>40</sup> <https://sport.ec.europa.eu/news/a-sport-sector-playbook-for-the-european-green-deal>

<sup>41</sup> [https://food.ec.europa.eu/horizontal-topics/farm-fork-strategy\\_en](https://food.ec.europa.eu/horizontal-topics/farm-fork-strategy_en)

<sup>42</sup> European Commission: Directorate-General for Education, Youth, Sport and Culture, *Sport's contribution to the European Green Deal – A sport sector playbook*, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2766/809359>

- A lack of capacity, expertise and training for environmental sustainability in all but the largest and wealthiest sport organisations.
- A lack of publicly available data relating to sport sector performance on environmental sustainability, often with little accountability or external scrutiny by funders and administrators.
- Correspondingly, common or comparable methodological approaches are rare, if sustainability data are available. Where green sport tools and checklists are available, they tend to be sport-, event- or country-specific
- Funding models in sport frequently do not prioritise sustainability and lack related requirements and objectives.
- No 'go to' hub or central point-of-contact to support and facilitate green sport action at a European level.
- Overall, little evidence to suggest that the European sport sector is on track to deliver on European Green Deal targets.

In addition to its analysis of the current state of play, the Playbook included the following recommendations:

For sport stakeholders at EU level
<ul style="list-style-type: none"> <li>• To more firmly anchor the role of sustainable sport as an important part of the Green Deal.</li> <li>• To strengthen cross-sectoral cooperation on sport and sustainability within and across EU institutions.</li> <li>• For the ERASMUS+ programme to further embed green modalities in support of its climate and environment objectives.</li> <li>• To promote the outcomes of relevant Erasmus+ projects, e.g. the OCEAN or ASAP projects, sharing good practice and policy recommendations.</li> </ul>
For sport stakeholders at Member State level
<ul style="list-style-type: none"> <li>• To identify an environmental sustainability champion for sport and create a cross-directorate working group on the topic.</li> <li>• To develop a sustainability action plan for their sport sector.</li> <li>• To support the creation of green sport networks and promote collaboration and knowledge-sharing between sports organisations.</li> <li>• To promote good practices, innovative partnerships and cross-sectoral cooperation in their sport sector.</li> </ul>
For governing bodies and sports organisations
<ul style="list-style-type: none"> <li>• To identify a dedicated role with responsibility for environmental sustainability.</li> <li>• To develop a sustainability plan or include a sustainability plan within the Development Strategy for their sport.</li> </ul>

### 2.2.2. Recommendations from the SHARE 2.0 Green Sport CoP and Steering Group

Building on the work developed by the Green Sport Expert Group in the Playbook, the SHARE 2.0 Green Sport CoP Steering Group members and the attendees at the SHARE 2.0 September 2024 conference identified the following priorities to guide the development of the SHARE 2.0 initiative.

- For SHARE 2.0 to provide motivation and solidarity to help all in the sport sector to move forward.
- Further work should be done to provide a vision of how sport will function successfully in a carbon neutral world, including ethical, sustainable funding and sponsorship.
- SHARE 2.0 should be compatible with and complementary to existing national and international initiatives in green sport. It should aim to support, rather than replace, existing successful initiatives, driving more engagement with them in Europe.
- It should be simple and effective in meeting the identified need to reach and engage smaller and grassroots sports and those outside the support network of the Olympic movement.
- It should respond to the call for more practical guidance and should signpost to resources such as checklists and case studies, helping to turn the Playbook into practical action.
- SHARE 2.0 should support the development of mechanisms to ensure greater accountability and independent oversight of sport sector action on environmental sustainability.
- The initiative could provide the foundations and a path towards establishing a permanent platform or hub for green sport in Europe to provide ongoing support to the sport sector.
- It should facilitate greater joined-up working between European Commission policy and funding on sport and sustainability.
- It should facilitate increased funding for environmental sustainability within sport-focused funding schemes and help increase the chances of sport organisations successfully accessing funding through environmental, sustainability-focused schemes.
- SHARE 2.0 should help draw together disparate projects and initiatives, especially those that are funded by the European Commission, for stronger combined and more consistent action.

## 2.3. What are the Manifesto's Aims?



In response to the work of the Green Sport Expert Group, the recommendations of the Playbook and the input from the SHARE 2.0 Steering Group and conference, the Manifesto was developed with the following aims:

- To engage the European sport sector at every level to foster solidarity and commit to concrete, verifiable steps to make Europe more environmentally sustainable through the practise of sport.
- To consolidate a green sport movement by attracting signatories who, by signing up to the Green Sport Manifesto's commitments, will publicly signal and communicate their commitment to sport's wide audience.
- To provide basic information and signpost sport organisations to further resources and case studies to help them take the first step, or move further, on their sustainability journey.
- To support and complement existing successful green sport initiatives at national and international level, whilst encouraging adaptability to local circumstances. Specifically, to be compatible with IOC sustainability principles, the United Nations SDGs, as well as the European Green Deal and corresponding Member State policies.
- To facilitate greater connectivity and sharing within the sector through exchanging resources and best practice, and to support greater innovation and new solutions, particularly through cross-sectoral collaboration and engagement with subject experts from outside the sector.

## 2.4. How will the Manifesto work?

### 2.4.1. Registration process



Organisations willing to publicly endorse the Green Sport manifesto are encouraged to **get senior management endorsement** (e.g. Board meeting) **and register their signature** of the Manifesto via an online form available on the European Commission sport website<sup>43</sup>. Once the signing process is complete, signatory organisations will be able to download an edited PDF version of the Manifesto, which can be featured on their website as proof of their endorsement. This PDF version should be used in any communication or promotional activities related to their commitment to the Manifesto.

### 2.4.2. Promotion and communications



**Signatories will be encouraged to:**

- **Publicise their signing of the Manifesto** through their own online and social media platforms, **using the designated hashtag #EUGreenSport**, to connect with the SHARE initiative and other signatories; to support content categorisation and enhance discoverability of the Manifesto.
- **Promote their endorsement of the Manifesto by using the downloadable PDF version of the Manifesto commitments**, available online after completion of the registration process
- **Ideally, signatories adhering to the principles of the Manifesto could produce and share short video case studies of their actions in support of the Manifesto**. Video case studies can provide an initial model for sharing case studies and tools, as well as content for promoting the Manifesto and SHARE 2.0 through conference presentations.
- **Signatories should also consider using athletes as ambassadors** and to use their highest profile events and community outreach activities as opportunities to engage stakeholders with their Manifesto commitments and to create content for social media.

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<sup>43</sup> <https://sport.ec.europa.eu/>

- **The SHARE 2.0 initiative will also support the dissemination** of the Manifesto by engaging with sport organisations through the Green Sport Steering Group members and the wider SHARE 2.0 community.
- **The SHARE 2.0 community and Steering Group members will also look for opportunities to promote the Manifesto** at key sport meetings, conferences and events.
- **Manifesto signatories not yet part of the SHARE 2.0 Community of Practice on Green Sport are invited to join it.** Through SHARE 2.0, signatories to the Manifesto can find resources tailored to their commitments and join an online community to share their work and receive peer support.

### 2.4.3. Transparency: progress towards meeting the Green Sport manifesto commitments

Manifesto signatories will be encouraged to:

- **Provide progress updates** via an online form available at <https://sport.ec.europa.eu/initiatives/share-20><sup>44</sup>, indicating how they have achieved or are working towards meeting the Manifesto commitments.
- **Provide links to the relevant public documents demonstrating their progress** - for example, the specific section of their website where this information is published.

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<sup>44</sup> <https://sport.ec.europa.eu/initiatives/share-20>



### 3. The Manifesto in detail



The Manifesto is intended for public dissemination.

The tables below outline recommended actions for both sport sector organisations and businesses, as well as government and public sector policy-makers and funders. These recommendations are organised according to the various commitments of the SHARE 2.0 Manifesto.

#### 3.1. Sport sector organisations and businesses

##### **Commitment: Put in place a sustainability governance structure**

- Identify a staff member with responsibility for implementing environmental sustainability, accountable to a named board member.
- Make environmental sustainability a standing item on the agenda for Board meetings.
- Report on environmental sustainability in annual reports.
- Create a budget line for environmental sustainability in financial planning and accounting.

##### **Commitment: Produce a sustainability strategy covering European Green Deal topics**

- Write a simple strategy for environmental sustainability covering all operations, activities, funding and events
- Base it on the topics in either the EU Green Deal, the IOC sustainability strategy or the UN SDGs, and aim for alignment with your local authority's sustainability policies.
- SHARE it with stakeholders (including sponsors and funders) and suppliers through your website and/or other communications channels.

##### **Commitment: Measure and report progress yearly, across operations and events**

- Measure your environmental sustainability performance across the topics set out in your strategy.
- Publish your progress against your strategy in a public document.
- Larger organisations should consider independent review or certification of their data.

##### **Commitment: Support green sport cooperation and knowledge-sharing**

- Network and make connections with others in your sport or location.
- Look for sustainability partnership opportunities with local authorities, NGOs, education providers and businesses near you.
- Look for opportunities to develop and share successful projects as case studies.

##### **Commitment: Develop, use and share green sport tools**

- Develop tools appropriate to your sport, event and location with input from your local stakeholders.
- Look for opportunities to share tools with other sports organisations which may also benefit from them.

## 3.2. Government and public sector policy-makers and funders

### **Commitment: Establish a sustainable sport working or advisory group**

- Set up a group to champion and monitor environmental sustainability in sport across the relevant departments or functions of your organisation.
- Include sport organisations in your decision-making processes to maximise sectoral engagement and deployment.
- Monitor your spending on environmental sustainability and ensure any financing and sponsorship is ethical and sustainable.

### **Commitment: Support green sport cooperation and knowledge-sharing**

- Create opportunities for sport sector cooperation and knowledge-sharing on environmental sustainability through events, conferences, working groups and ideas papers.
- Build and incentivise connections, initiatives and partnerships between the public and private sectors, education providers and NGOs, to foster innovation and problem-solving on green sport topics.

### **Commitment: Develop, use and share green sport tools**

- Create the conditions and provide incentives for innovative tools and approaches to be developed to address green sport issues.
- Strive to create a pan-European platform for green sport.

### **Commitment: Work towards making environmental sustainability an important condition of your grant-making and funding criteria**

- Make environmental sustainability prominent in your funding criteria.
- Consider creating a dedicated fund for supporting green sport-orientated projects.
- Consider the public endorsement of this Manifesto as a qualitative reference in the evaluation of funding applications under sport financing schemes at the local, regional or national level.

### **Commitment: Prioritise support for smaller sports, local events and grassroots activities**

- Prioritise and focus your support, funding and engagement to ensure that you are reaching smaller sports and smaller events, including leisure and youth participation in grassroots sport.

## 4. Guidance and support for Manifesto signatories

This section offers guidance and support on implementing the various commitments of the Manifesto for both the sport sector and business organisations, as well as government and public sector policy-makers and funders. It is important to note that the list of tools, resources, and case studies provided is not exhaustive. However, it aims to serve as a valuable starting point for a wide range of stakeholders to effectively implement the Manifesto.

### 4.1. Sport sector organisations and businesses

Guidance, tool or resource	Case study or example
<b>Manifesto commitment: Put in place a sustainability governance structure</b>	
<b>ASAP Roadmap</b> The Erasmus+-funded ASAP project supports <u>European sports organisations to become more sustainable through resources organised around the ASAP Roadmap</u> <sup>45</sup> . The Roadmap provides sport organisations with guidance and a framework for working towards a sustainability strategy, including managing staff and stakeholders. It includes a number of tools and case studies (additionally referenced in this table) to support this journey.	<b>ASAP Governance Case Studies</b> The ASAP Sustainability Strategies and Case Studies for Czechia, Hungary and Slovakia provide short, illustrated case studies to show how these countries' NOCs planned and then executed their work to develop sustainability strategies <sup>46</sup> .
<b>BENCHES project governance guidance</b> The Erasmus+ funded BENCHES project provides <b>best practice governance policy guidance</b> , with examples.	<b>Hellenic Basketball case study</b> The Hellenic Basketball Federation has established a corporate social responsibility (CSR) department and strategy. Its <u>website</u> is not in English, but an account of the Federation's work can be found at: <u>Sustainability Report</u> .
<b>Deck project governance guidance</b> The Erasmus+ funded Deck project has developed <u>sustainability guidelines</u> , including governance guidance that is widely applicable to sports organisations.	<b>British Triathlon governance case study</b> British Triathlon has established a <u>Sustainability Committee</u> <sup>47</sup> comprising 11 external experts, supported by two members of staff.

<sup>45</sup> <https://www.olympijskytym.cz/asap-sport>

<sup>46</sup> <https://www.olympijskytym.cz/asap-sport>

<sup>47</sup> <https://www.britishtriathlon.org/about-us/sustainability/commission#:~:text=The%20commission%20is%20made%20up,environmental%20sustainability%20and%20triathlon%20backgrounds.>

Guidance, tool or resource	Case study or example
<p><b>International Biathlon Union (IBU) Sustainability Commission</b></p> <p>The IBU Executive Board established the IBU Sustainability Commission to integrate sustainability into governance. This commission, part of the 2020-2030 Sustainability Strategy, advises on strategy, policies, and best practices, involving members from seven National Federations to ensure full integration of sustainability principles within the IBU's governance structure<sup>48</sup>.</p>	<p><b>International Ski Federation (FIS) Nordic World Ski Championships 2021</b></p> <p>The 'Environment and Sustainability' committee, an independent expert panel, managed and supported the sustainability strategy's development and implementation. It ensured measures were anchored at the management level, with decisions based on cost-efficiency and adherence to ecological and social guidelines<sup>49</sup>.</p>
<p><b>Manifesto commitment: Produce a sustainability strategy covering Green Deal topics</b></p>	
<p><b>ASAP sustainability strategy guidance</b></p> <p>Here, the Erasmus+-funded ASAP project provides detailed guidance and case studies to support any sports organisation in producing a sustainability strategy as part of the project's <u>Roadmap</u><sup>50</sup>.</p>	<p><b>ASAP Strategy Case Studies</b></p> <p>The ASAP Sustainability Strategies and Case Studies for the Czechia, Hungary and Slovakia<sup>51</sup> NOCs are adaptable for any sports organisation (using the accompanying guidance). They are particularly helpful for NOCs and national federations and governing bodies of sport.</p>
<p><b>Fields of Change Handbook</b></p> <p>This Handbook<sup>52</sup>, produced by Adidas, Common Goal and Football for Future, provides a comprehensive primer for any sports organisation wishing to understand environmental sustainability in relation to their sport and then take action to mitigate their impact and adapt their practice.</p>	<p><b>GSHE Strategy Case Studies</b></p> <p>The Erasmus+ funded Green Sports Hub Europe (GSHE) project provides a free library of resources including:</p> <ul style="list-style-type: none"> <li>• short video case study outlining the <u>European Athletics Sustainability Strategy</u><sup>53</sup>,</li> <li>• short video case study covering the NOC Slovenia sustainability <u>strategy</u><sup>54</sup>, and suitable for smaller clubs, video case study outlining the approach of the Union St Gilloise FC sustainability <u>strategy</u><sup>55</sup>.</li> </ul>

<sup>48</sup> [International Biathlon Union - Inside IBU Sustainability Commission](#)

<sup>49</sup> [NWM21\\_ReportSustain\\_ENG\\_V02\\_21\\_02\\_22\\_internet.pdf](#)

<sup>50</sup> <https://www.olympijskytym.cz/asap-sport>

<sup>51</sup> <https://www.olympijskytym.cz/asap-sport>

<sup>52</sup> <https://footballforfuture.org/fieldsofchange>

<sup>53</sup> <https://learn.greensportshub.eu/initiatives/european-athletics-sustainable-strategy/>

<sup>54</sup> <https://learn.greensportshub.eu/initiatives/sustainable-strategy-noc-slovenia/>

<sup>55</sup> <https://learn.greensportshub.eu/initiatives/sustainable-strategy-union-saint-gilloise-club/>

Guidance, tool or resource	Case study or example
	<p><b>Union of European Football Associations (UEFA) Strategy Case Study</b></p> <p>For the largest sport organisations and, in particular, other European sport federations, the UEFA <a href="#">Sustainability Strategy 2030</a><sup>56</sup> outlines a comprehensive approach to sustainability in European football.</p>
	<p><b>Spanish NOC Sustainability Strategy</b></p> <p>The Spanish NOC has produced a <a href="#">sustainability strategy</a> that is aligned with the IOC's own strategy as well as with the UN SDGs.</p>
<b>Manifesto commitment: Measure and report progress yearly, across operations and events</b>	
<p><b>ASAP Organisational Screening Tool</b></p> <p>The ASAP project provides a simple Organisational Screening Tool<sup>57</sup> to help investigate and understand an organisation's environmental sustainability impact and to help set a 'baseline' for future sustainability work.</p>	<p><b>Football measuring and reporting Case Studies</b></p> <p>Top-flight football clubs <b>Manchester City</b> and <b>FC Barcelona</b> provide examples of their annual sustainability reporting:</p> <ul style="list-style-type: none"> <li>• Manchester City FC Sustainability <a href="#">Report 2024</a><sup>58</sup></li> <li>• FC Barcelona <a href="#">Annual Sustainability Report</a><sup>59</sup>.</li> </ul> <p><b>German Bundesliga</b> sustainability leader VfL Wolfsburg reports on a range of sustainability topics: VfL Wolfsburg – <a href="#">Climate, resource management and environmental management approaches</a><sup>60</sup>.</p>
<p><b>Coach Climat événements</b></p> <p>Paris Olympic Games 2024, with support from the Ministry of Sports and CNOSF, has created "Coach Climat événements,"<sup>61</sup> an <a href="#">online tool</a><sup>62</sup> to help French sports events reduce their carbon footprint and promote ecological transformation.</p>	

<sup>56</sup> <https://www.uefa.com/sustainability/our-commitment/sustainability-strategy/>

<sup>57</sup> <https://www.olimpijskytytm.cz/asap-sport>

<sup>58</sup> <https://www.mancity.com/club/sustainability-game-plan>

<sup>59</sup> <https://www.fcbarcelona.com/en/club/sustainability/reports-and-guides>

<sup>60</sup> <https://www.vfl-wolfsburg.de/en/vfl/corporate-responsibility/environment>

<sup>61</sup> <https://olympics.com/en/paris-2024/our-commitments/the-environment/the-climate-coach-for-events-a-tool-for-a-low-carbon-sport>

<sup>62</sup> <https://www.coachclimateevenements.org/ressources-utiles>

Guidance, tool or resource	Case study or example
<b>GSHE Self-Assessment Tool</b> The GSHE project provides a detailed <a href="#">Green Sport Self-Assessment Tool</a> <sup>63</sup> , available for any sports organisation to use to assess their current progress on environmental sustainability and create a baseline for future reporting.	
<b>Manifesto commitment: Support green sport cooperation and knowledge-sharing</b>	
<b>EU Sport Sector Playbook</b> The <a href="#">Playbook</a> <sup>64</sup> provides a comprehensive analysis of European sport's activities around environmental sustainability and a policy guidance framework for sport sector organisations, public authorities and stakeholders.	<b>GSHE Mapping and Initiatives Report</b> The GSHE project provides an analysis of the state of play in European sport with a review of tools, standards, policies and initiatives: <a href="#">Mapping of initiatives Report</a> <sup>65</sup> .
<b>ASAP Communications Cheat Sheet</b> The ASAP project, as part of its comprehensive Roadmap for all European sports organisations, provides the ASAP Sustainability Communications Cheat Sheet <sup>66</sup> to help users communicate effectively with internal and external stakeholders, share their work, and foster cooperation with fans, partners, suppliers, stakeholders and other sports organisations.	<b>UKS Kamieńczyk Case Study</b> UKS Kamieńczyk, a Polish biathlon club for young people, has implemented a range of sustainability initiatives to reduce its impact and inspire others to do the same, including partnering with a national park. The UKS Kamieńczyk <a href="#">case study</a> <sup>67</sup> is one of several examples of smaller clubs taking action on the IBU website.
<b>SHARE Green Sport Transition Paper</b> The European Commission established the SportHub: Alliance for Regional development in Europe (SHARE) initiative in 2018. The research paper - <a href="#">SHARE Green Sport Transition Paper</a> <sup>68</sup> – sets out some principles for action and cooperation in sport towards greater sustainability.	<b>IOC Sustainability Champions</b> Focused on providing resources for, and examples of athletes as ambassadors for green issues, the IOC's <a href="#">Sustainability Champions</a> <sup>69</sup> initiative has potentially wider application for anyone in a sport organisation who wants to help drive change.
<b>European Week of Sport</b> Sports organisations looking to increase cooperation and engagement around green issues affecting their sport can look to participate in or lead an activity during the annual <a href="#">European Week of Sport</a> <sup>70</sup> .	<b>Italian Football Federation: Sostenabilia platform</b> The <b>Italian Football Federation</b> has launched the Sostenabilia platform, designed to engage fans and stakeholders across multimedia platforms with social and environmental activities in Italian football: <a href="#">description</a> in English and <a href="#">tool</a> in Italian.

<sup>63</sup> <https://greensportshub.eu/green-sports-resources/>

<sup>64</sup> <https://sport.ec.europa.eu/news/a-sport-sector-playbook-for-the-european-green-deal>

<sup>65</sup> <https://greensportshub.eu/green-sports-resources/>

<sup>66</sup> <https://www.olympijskitym.cz/asap-sport>

<sup>67</sup> <https://www.biathlonworld.com/inside-ibu/sustainability/biathlon-sustainability-case-studies>

<sup>68</sup> <https://sport.ec.europa.eu/sites/default/files/2022-08/SHARE-LAB-Green-Transition-and-Sport-at-All-Levels-final.pdf>

<sup>69</sup> <https://stillmed.olympics.com/media/Documents/Beyond-the-Games/Sustainability/Essentials/How-to-be-a-sustainable-champion-guide.pdf>

<sup>70</sup> <https://sport.ec.europa.eu/european-week-of-sport>

Guidance, tool or resource	Case study or example
<b>Manifesto commitment: Develop, use and share green sport tools</b>	
<p><b>ASAP Material Assessment Tools</b></p> <p>The suite of tools and resources available through the <a href="#">ASAP project</a><sup>71</sup> includes simple ASAP Materiality Assessment Tools designed to help sport organisations prioritise environmental sustainability issues.</p>	<p><b>FC Barcelona shared resources</b></p> <p>Football team FC Barcelona shares a range of useful resources and examples of its work online, including its Materiality Assessment and Carbon Footprint<sup>72</sup>.</p>
<p><b>GSHE Self-Assessment Tool</b></p> <p>The GSHE project provides a detailed <a href="#">Green Sport Self-Assessment Tool</a><sup>73</sup>, available for any sports organisation to use to assess its current progress on environmental sustainability and help set priorities for the future.</p>	<p><b>Sustainable sporting events<sup>74</sup></b></p> <p>The web portal jointly developed by the German Olympic Sports Confederation (DOSB), German Sport University Cologne (DSHS) and the Institute for Applied ecology (Öko-Institut e.V.) offers sports organisers – whether for major international events or local sports festivals – targeted solutions to make sporting events more sustainable.</p>
<p><b>GOALS Carbon Footprint Calculator</b></p> <p>The Erasmus+ funded GOALS project includes a <a href="#">football carbon footprint calculator</a><sup>75</sup>. Whilst aimed specifically at football clubs, this calculator could also make a useful starting point for other stadium or arena-based sports wishing to gain an initial understanding of their climate impact.</p>	
<p><b>OCEAN Carbon Footprint Calculator</b></p> <p>Designed for NOCs, sports federations and sports organisations of all kinds, the OCEAN project includes a <a href="#">Carbon footprint calculator</a><sup>76</sup> and associated resources to assess and then reduce an organisation's climate impact.</p>	
<p><b>UEFA Football Footprint Calculator</b></p> <p>UEFA has released a <a href="#">Football Carbon Footprint Calculator</a><sup>77</sup> specifically designed for football.</p>	

<sup>71</sup> <https://www.olympijskytym.cz/asap-sport>

<sup>72</sup> <https://www.fcbarcelona.com/en/club/sustainability/reports-and-guides/reports>

<sup>73</sup> <https://greensportshub.eu/green-sports-resources/>

<sup>74</sup> <https://www.nachhaltige-sportveranstaltungen.de/en/>

<sup>75</sup> <https://www.footballfootprint.eu/>

<sup>76</sup> <https://project-ocean.eu/project/>

<sup>77</sup> <https://www.uefa.com/news-media/news/028b-1a57e8a4954a-33b55de0b457-1000--uefa-carbon-footprint-calculator/>

## 4.2. Government and public sector policymakers and funders

Government and public sector policymakers and funders	
Manifesto commitment: Support green sport cooperation and knowledge-sharing	
Guidance, tool or resource	Case study or example
<p><b>EU Sport Sector Playbook</b></p> <p>The <a href="#">Playbook</a><sup>78</sup> provides a comprehensive analysis of green sport issues in Europe together with guidance, recommendations and resources targeted at supporting the role of government and public sector organisations in enabling green sport in their jurisdiction.</p>	<p><b>French Government Eco-Charter and PNACC Sport</b></p> <p>In France, the Ministry for Sport, in partnership with World Wildlife Fund, has produced an <a href="#">Event Charter for Eco-Responsibility</a><sup>79</sup> based around 15 pledges that cover environmental topics appropriate for sports events. Additionally, the Ministry for Sport has released its first national climate adaptation plan for sport (<a href="#">PNACC Sport</a><sup>80</sup>), outlining 30 measures—6 of which are to be implemented by 2030 in mainland France. The plan assesses climate impacts on sport and proposes adaptations in how sports are played, events are organised, and facilities and economic models are managed.</p>
<p><b>IOC Sustainability Essentials</b></p> <p>The IOC Sustainability Essentials<sup>81</sup> includes a range of detailed sport sustainability resources that government and public sector organisations can signpost and utilise with the key bodies organising and funding sport across Europe or in their Member State.</p>	<p><b>German Government Sport 2030</b></p> <p>The German Ministry for Sport has produced a <a href="#">position paper called Sustainable Sport 2030</a><sup>82</sup>, setting out general principles and action areas and establishing an Advisory Board for Environment and Sport.</p>
<p><b>#BeActive campaign</b></p> <p>Partner organisations of the European Week of Sport can utilise the #BeActive campaign resources. The campaign culminates in the European Week of Sport<sup>83</sup>. The #BeActive resources can enhance communications and engagement around sport and environmental projects.</p>	<p><b>Sport for All and the Environment (SforAE)</b></p> <p>The project promotes ecological behaviour in sports, emphasising environmental education and sustainability. It involves partners from Central and Eastern Europe, sharing expertise to develop guidelines for eco-friendly sports events, organise flagship events, and publish best practices. The project aims to foster cooperation and create a synergistic effect among partners<sup>84</sup>.</p>

<sup>78</sup> <https://sport.ec.europa.eu/news/a-sport-sector-playbook-for-the-european-green-deal>

<sup>79</sup> [https://www.wwf.fr/sites/default/files/doc-2024-04/15-pledge-charter-for-ecoresponsability\\_.pdf](https://www.wwf.fr/sites/default/files/doc-2024-04/15-pledge-charter-for-ecoresponsability_.pdf)

<sup>80</sup> <https://www.agenda-2030.fr/a-la-une/actualites-a-la-une/article/premier-plan-national-d-adaptation-des-pratiques-sportives-au-changement?>

<sup>81</sup> <https://olympics.com/ioc/sustainability/essentials>

<sup>82</sup> [https://www.bmu.de/fileadmin/Daten\\_BMU/Download\\_PDF/Tourismus\\_Sport/positionspapier\\_nachhaltiger\\_sport\\_2030\\_2112\\_en\\_bf.pdf](https://www.bmu.de/fileadmin/Daten_BMU/Download_PDF/Tourismus_Sport/positionspapier_nachhaltiger_sport_2030_2112_en_bf.pdf)

<sup>83</sup> <https://sport.ec.europa.eu/european-week-of-sport>

<sup>84</sup> Sport for All and the Environment (SforAE) Project



Government and public sector policymakers and funders	
<p><b>SHARE 2.0 initiative</b></p> <p>Public sector sport decision-makers can participate in the <a href="#">SHARE 2.0</a><sup>85</sup> initiative as a way of furthering cooperation and knowledge-sharing across the European sport sector.</p>	
Manifesto commitment: Develop, use and share green sport tools	
<p><b>ASAP Materiality Assessment Tools</b></p> <p>Government and public sector organisations with a sport remit can utilise the ASAP project resources, including the ASAP <a href="#">Materiality Assessment Tools</a><sup>86</sup> in order to better understand, support and fund the sustainability requirements of their sport sector.</p>	<p><b>Sports for Future in Germany</b></p> <p>The Sports <a href="#">for Future</a><sup>87</sup> initiative in Germany aims to provide tools, education and support to a wide range of sports organisations and stakeholders in Germany.</p>
<p><b>ACCESS project tools for cities hosting sports</b></p> <p>The Erasmus+-funded ACCESS project aims to promote circularity in cities through environmental sustainability in sports. The project has published training videos and a range of good practice examples, from waste and mobility to food and infrastructure.</p>	<p><b>Sport NL Green in the Netherlands</b></p> <p>In the Netherlands, a range of public-funded sport organisations have together produced <a href="#">Sport NL Green</a><sup>88</sup>, which includes an assessment tool orientated around sports premises (the tool is in Dutch).</p>
Manifesto commitment: Make environmental sustainability an important condition of funding criteria	
	<p><b>City of Copenhagen</b></p> <p>Examples of environmental criteria for sports funding are currently very limited in Europe. The Danish city of Copenhagen has sustainability criteria, plus a guide and toolkit<sup>89</sup> for hosting events, including sports, in the city.</p>

<sup>85</sup> <https://sport.ec.europa.eu/initiatives/share-20>

<sup>86</sup> <https://www.olympijskytym.cz/asap-sport>

<sup>87</sup> <https://sportsforfuture.de/en/>

<sup>88</sup> <https://cfp.nl/en/nl-green/#sport-nl-green>

<sup>89</sup> <https://www.wonderfulcopenhagen.com/convention-bureau/sustainable-events>

Government and public sector policymakers and funders	
Manifesto commitment: Prioritise support for smaller sports events and grassroots activities	
<p><b>Play Green project</b></p> <p>The Erasmus+-funded PlayGreen<sup>90</sup> project provides resources for tackling climate change by connecting young people and sports events through volunteering and training.</p>	<p><b>Buddle grassroots case studies</b></p> <p>Buddle provides a wide range of resources and case studies for small sports organisations, teams and individuals to tackle environmental sustainability action: <a href="#">Buddle</a>.</p>
<p><b>BAGS grassroots project</b></p> <p>The European Organisation for grassroots sport (ENGSO) leads the Erasmus+-funded BAGS project<sup>91</sup> <a href="#">to extend the outcomes of the PlayGreen project by testing tools and volunteering activities in grassroots sport.</a></p>	<p><b>Greener Game for English Football</b></p> <p><a href="#">Greener Game</a> is a new initiative by England Football to support grassroots football clubs through access to tutorials, case studies and guides<sup>92</sup>.</p>
<p><b>Sport England Every Move resources</b></p> <p><a href="#">Sport England has curated a range of resources and case studies for smaller and grassroots sports under the Every Move project.</a> Although the materials are focused on England, they could have wider application.</p>	<p><b>ZERO Snowboard project</b></p> <p>The <a href="#">ZERO project</a><sup>93</sup> is a collaboration between sports federations, campaign groups and academic institutions to engage young snowboarders through grassroots activities in the fight against climate change. Tools include an online platform, training, research and workshops.</p>

<sup>90</sup> <https://ecoserveis.net/en/playgreensports/>

<sup>91</sup> <https://engso.eu/sustainable-practices-in-grassroots-sport-bags-project-update-survey/>

<sup>92</sup> <https://www.EnglandFootball.com/articles/2024/Nov/19/Greener-Game-launched-20241119>

<sup>93</sup> <https://www.worldsnowboardfederation.org/news/initiative/education-sport-zero/>

## 5. Annexes

### 5.1. Annex I: Table: Green Deal vs IOC and UN SDGs

Green Deal	IOC Sustainability Focus Area	UN Sustainable Development Goal	Relevance to sport
<b>Clean Energy</b>	Climate	<b>7</b> Affordable and clean energy <b>13</b> Climate action	Facility, event and office heating, lighting, cooling, temporary generation and powered processes and energy usage
<b>Sustainable Industry</b>	Sourcing and resource management	<b>9</b> Industry, innovation and infrastructure <b>12</b> Responsible consumption and production	Sporting goods industry, accommodation, merchandise, procurement, materials, re-use, recycling, circularity
<b>Building and renovation</b>	Infrastructure and green sites Sourcing and resource management	<b>9</b> Industry, innovation and infrastructure <b>11</b> Sustainable cities and communities	Stadia and facilities construction, renovation and maintenance. Climate adaptations
<b>Farm to fork</b>	Sourcing and resource management	<b>12</b> Responsible consumption and production	Catering, event hospitality, accommodation, sport nutrition
<b>Eliminating pollution</b>	Infrastructure and Green Sites Sourcing and resource management	<b>6</b> Clean water and sanitation <b>14</b> Life below water <b>15</b> Life on Land	Litter prevention and waste collection, air pollution (vehicle and building emissions), water and soil pollution (preventing litter/plastics, liquid leaks, washrooms, equipment washing)
<b>Sustainable mobility</b>	Mobility	<b>9</b> Industry, innovation and infrastructure <b>11</b> Sustainable cities and communities	Event and operational travel: mode switching, parking and storage, event location and sequencing, offsetting
<b>Biodiversity</b>	Infrastructure and green sites	<b>14</b> Life below water <b>15</b> Life on land	Event location and timing, lighting, new facility and infrastructure location, protected areas, outdoor sport and use of and access to natural areas

## 5.2. Annex II: Key international frameworks

International framework	Description
<a href="#"><u>UN Sustainable Development Goals (SDGs)</u></a> <sup>94</sup>	Environmental sustainability in sport is linked to the following SDGs: 6, 7, 9, 11, 12, 13, 14 and 15.
<a href="#"><u>IOC Sustainability Strategy</u></a> <sup>95</sup>	<p>After the creation of its sustainability strategy in 2016, the IOC adopted 18 objectives that range from day-to-day operations to engaging its stakeholders to be more sustainable and adopting sustainable practices in the Olympic Games.</p> <p>It is aligned with the UN SDGs, and regularly publishes sustainability reports to track progress.</p>
<a href="#"><u>UN Sports for Climate Action</u></a> <sup>96</sup>	<p>This framework offers general guidelines for signatories to follow to support sport organisations in reducing their carbon footprint. Signatories are supported by the UNFCCC which coordinates and facilitates the delivery of their actions, notably through working group sessions, and by the IOC, which provides guidelines.</p> <p>Resources for signatories to the Framework include affordable and easy-to-use Life Cycle Assessment tools, standard guidance, and indicators that can be used by smaller clubs and individuals to measure their carbon footprints and monitor progress in mitigating emissions.</p>
<a href="#"><u>Sports for Nature Framework</u></a> <sup>97</sup>	<p>This Framework strives to build on and complement existing initiatives and efforts, including the UN Sports for Climate Action Framework. It aims to bring together the sports and nature conservation communities at all levels and in all regions of the world, from local clubs to global sport organisations.</p> <p>Supported by the IOC and UNEP, the '<a href="#"><u>Sports for Nature: Setting a Baseline handbook</u></a><sup>98</sup>' provided valuable input for the establishment of the Sports for Nature Framework and insights into what sports can do to engage with nature.</p> <p>Signatories are required to submit an <b>annual progress report</b>. To support signatories in their efforts, the framework offers technical assistance, tools, and training as well as opportunities for peer learning.</p>

<sup>94</sup> Implemented through the 'Agenda 2030', the UN SDGs aim to make the world fairer through addressing environmental, social and economic development issues. Available at: [THE 17 GOALS | Sustainable Development](#).

<sup>95</sup> The IOC provides a wealth of guidelines, case studies and support documents to support climate action, nature conservation and other sustainable practices in sport. Available at: <https://olympics.com/ioc/sustainability>

<sup>96</sup> <https://unfccc.int/climate-action/sectoral-engagement/sports-for-climate-action>

<sup>97</sup> [About us - Sports for nature](#). A joint initiative of the International Union for Conservation of Nature (IUCN), International Olympic Committee (IOC), United Nations Environment Programme (UNEP), Secretariat of the Convention on Biological Diversity (CBD) and Sails of Change.

<sup>98</sup> [Sports for Nature: Setting a Baseline – Handbook | UNEP - UN Environment Programme](#)

### 5.3. Annex III: Sources

- IOC Sustainability Strategy. Available at: [Olympic Sustainability - The IOC Sustainability Strategy](#)
- European Commission: Directorate-General for Education, Youth, Sport and Culture, *Sport's contribution to the European Green Deal – A sport sector playbook*, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2766/809359>.
- United Nations Environment Programme (2022). Sports for Nature: Setting a baseline – Handbook. Available at: [Sports for Nature: Setting a Baseline – Handbook | UNEP - UN Environment Programme](#)
- WWF: Report WWF France - climate change: the world of sport at +2°C and +4°C. Available at: [https://www.wwf.fr/sites/default/files/doc-2021-07/02072021\\_Rapport\\_Dereglement-climatique\\_le\\_monde\\_du\\_sport\\_a\\_plus\\_2\\_et\\_4\\_degres\\_WWF%20France\\_4.pdf](https://www.wwf.fr/sites/default/files/doc-2021-07/02072021_Rapport_Dereglement-climatique_le_monde_du_sport_a_plus_2_et_4_degres_WWF%20France_4.pdf)

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