

IF Sustainability Case Study  
**REDUCING  
SINGLE-USE PLASTICS**



## IF SUSTAINABILITY CASE STUDIES

The world faces significant challenges across a wide spectrum of economic, social and environmental matters. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC

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

common topics, good practices and mutual challenges; and share information. One of the Project’s outcomes was a series of case studies, illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC’s objective to profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting, it was agreed that the identification and

sharing of IF sustainability case studies should be continued. These case studies form part of the enhanced support system provided to the Olympic Movement through the [IOC Sustainability Strategy](#).

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce; and climate. The studies are also aligned with one or more of the United Nations’

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

This framework is pivotal for the Olympic Movement since in September 2015, the UN General Assembly confirmed the important role that

sport can play in supporting the UN’s 2030 Agenda for Sustainable Development and its SDGs.

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



*“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.”*

*Paragraph 37, UN 2030 Agenda for Sustainable Development*

Each IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)

### IOC FOCUS AREAS



### UN SDGs



## WORLD ARCHERY HAS CUT BACK ON THE USE OF PLASTIC BOTTLES AT COMPETITIONS, REDUCING WASTE AND SAVING MONEY

One million plastic bottles are bought around the world every minute – and this number is forecast to jump another 20 per cent by 2021, according to the Guardian/Euromonitor. This volume of plastic is contributing to an environmental crisis some campaigners predict will be as serious as climate change, posing significant threats to our health, our oceans and our wildlife.

World Archery has therefore taken steps to reduce the use of plastic bottles during competitions, cutting waste and costs.

An example of this took place on the Berlin stage of the 2017 Archery World Cup. Together with the Local Organising Committee (LOC), World Archery implemented a water bottle recycling system designed to help athletes and officials become more responsible with single-use plastic bottles. During the accreditation process, participants were given two deposit chips that they could exchange for two plastic bottles at three different water stations.

Participants were only given a new bottle if they handed in an empty one, which helped to reduce the limitless number of bottles distributed, and also ensured that the bottles were placed in the correct bin.

This simple initiative resulted in a cleaner field of play, reduced costs, a nearly 100 per cent recycling rate, and a raised level of awareness among participants.



### OBJECTIVES

Through its project to recycle water bottles, World Archery and its Local Organising Committees aim to:

- Reduce single-use plastic bottle waste.
- Encourage and educate participants and spectators about recycling.
- Create a cleaner field of play.
- Increase recycling rates.
- Reduce costs.



**“ARCHERY IS AN OUTDOOR SPORT AND IT IS OUR RESPONSIBILITY TO PROTECT THE ENVIRONMENT WHEREVER WE CAN. REDUCING PLASTIC WASTAGE AT ONE EVENT IS GREAT, BUT IMAGINE IF WE COULD DO THE SAME AT THE TENS OF THOUSANDS OF SPORT TOURNAMENTS AROUND THE WORLD.”**

**TOM DIELEN, WORLD ARCHERY SECRETARY GENERAL**

#### EVALUATION

The initiative achieved three key results:

1. Organisers, volunteers, athletes and officials were educated on the need for, and importance of, recycling as a way to help protect the environment.
2. The field of play and the event area were cleaner, creating a better impression for spectators and the media.
3. Costs were reduced by approximately EUR 2,500 due to the return of the bottle deposits and fewer bottles used during the event.

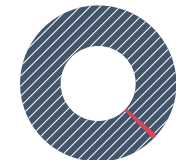
The project was a success, and will be continued during the Archery World Cup events in 2018 and 2019.



#### COST SAVINGS



**10,000 bottles**  
Used at the World Cup event



**99%**  
Recycling rate



**25 cents**  
Deposit per recycled bottle



**EUR 2,500**  
Overall cash back for returned bottles

#### LESSONS LEARNED

- Working alongside the Local Organising Committee, aim to incorporate your project into the planning phase of any event.
- Clearly and efficiently inform participants about any process they need to follow, either during the accreditation phase or at the team managers' meetings.
- It is best to organise segregated disposal and storage facilities for the empty bottles.
- Try to liaise with your local recycling depot or establish a reverse logistics programme with your water bottle supplier.