

## Executive Summary

SportEYE is a transnational and multi-sectoral cooperation initiative co-funded by the European Union within the Erasmus+ programme, involving partners from the Olympic Movement, Sport for Development, Academia and civil society, working together to activate and mobilize the local communities in order to improve the good governance and impact the capacity of team sports clubs on SDGs indicators from a holistic perspective, through the incorporation of a comprehensive multilevel curriculum that reaches managing and training staff, and ultimately children and youth.

### Objectives

The main objectives of the project are:

- ✓ Research on the state-of-art and collect good practices which promote the knowledge and adoption of the UN SDGs by sport organizations.
- ✓ Produce and implement an innovative educational package on specific strategies and practical measures for improving the social and environmental impact of team sport clubs on their local communities.
- ✓ Test on the field and measure the social and environmental impacts reached on their local communities thanks to the training received.
- ✓ Design and launch an online collaborative platform for fostering the networking of organisations and stakeholders and individuals, all committed to the UN SDGs, for sharing ideas, experiences, knowledge, and new materials on this topic.
- ✓ Analyse existing normative and practical conditions and formulate policy recommendations to promote the effective adoption of the SDGs for achieving positive social and environmental impacts.

### Purpose of the research

One of the main objectives of the project is this document, which is the research report on the state-of-art and collect good practices on the existing policies, rules, strategies, experiences and initiatives which promote the knowledge, assumption and adoption of the SDGs by sport organizations in their daily work. The aim of this preliminary research is to indagate and understand the level of development regarding the policies, strategies, experiences and initiatives adopted by sport organisations as means to tackle climate crisis on a local level and educate youth towards environmental sustainability. The research method which will be used is a focus group, in which participants will be invited to discuss about different topics, linked to the main thematic, within a small group of people from different sport organisations, professions, and backgrounds in order to exchange ideas and further explore the topic.

### Methodology

The research employed a combination of qualitative and quantitative methods. A qualitative approach was used to explore representation, perception, opinions, needs of contexts, participatory processes, learning processes, and evaluating the impact of services or projects. Data were gathered through individual

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interviews and focus groups involving 40 sports organizations from various countries. This included 6 online focus groups, 3 in-person interviews, and 22 online interviews. The focus groups were designed to explore perceptions of sustainability, identify best practices, and assess the organizations' commitments to UN SDGs. The addressed topics were Education (UN SDGs 4 and 13), Accessibility and Sustainable Management (UN SDGs 11 and 12), Water and Earth (UN SDGs 14 and 15), and Peace and Development (UN SDGs 16 and 17).

## **Results of Data Research**

The data revealed a growing awareness and commitment to sustainability among sports organizations. Many organizations are now integrating environmental protection, human rights, and inclusivity into their core operations. This commitment is evidenced by the strategic approaches being developed, with organizations setting long-term sustainability goals aligned with the SDGs.

Community engagement emerged as a significant theme, with many sports organizations actively involving their local communities in sustainability efforts to ensure a broad and lasting impact. Various environmental initiatives are being implemented, such as recycling programs, waste management systems, and eco-awareness campaigns aimed at reducing the ecological footprint and promoting environmental education among members.

Inclusivity and human rights are also prioritized, with organizations forming teams for marginalized groups, including Paralympic teams, to ensure equal access to sports facilities and programs. Collaborative projects with schools and other institutions are common, extending the reach of sustainability initiatives and focusing on educating the youth about environmental stewardship and sustainable practices.

## **Identified Good Practices**

Several good practices were identified during the research. Environmental education is a key area, with clubs conducting campaigns to raise awareness about environmental issues through workshops, seminars, and eco-events. These initiatives aim to educate both members and the broader community, with a particular focus on engaging youth in sustainability programs to foster a culture of environmental responsibility from an early age.

Effective waste management practices are another highlight. Many sports organizations have implemented robust recycling programs within their facilities, including separating recyclable materials and educating members on proper waste disposal methods. There are also efforts to upgrade facilities to be more eco-friendly, such as using energy-efficient lighting, reducing water usage, and minimizing plastic use.

Inclusivity initiatives are well-established, with clubs forming Paralympic teams to promote inclusivity and ensure sports opportunities are available to all, regardless of physical abilities. Additionally, sports organizations are integrating with local community projects, enhancing social cohesion and fostering a sense of belonging.

Strategically, organizations are establishing long-term sustainability goals and incorporating them into their strategic plans and actions. They are engaging multiple stakeholders, including local governments, NGOs, and community groups, to ensure a holistic approach to sustainability. Transparent reporting practices are being adopted to communicate sustainability efforts and progress to stakeholders, enhancing accountability and credibility.

## **Conclusion**

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The SportEYE project highlights the critical role that sport organizations play in promoting sustainability. Through their various initiatives, these organizations, not only inspire their local communities, but also provide practical examples of how to integrate sustainable practices into daily operations. The educational package which will be developed by the project aims to equip sports managers, staff, and coaches with the tools necessary to foster sustainability within their organizations. Despite the challenges encountered, the growing commitment to sustainability within the sports sector offers a promising outlook, demonstrating that collective efforts can significantly contribute to addressing the climate crisis and promoting a sustainable future.

### **Recommendations for Future Actions**

- Ongoing support for sports organizations in developing and implementing comprehensive sustainability strategies.
- Enhanced collaboration between sports entities and educational institutions to promote environmental awareness and sustainable practices.
- Establishment of a robust monitoring and evaluation framework to track progress and ensure accountability in sustainability efforts.

By focusing on these areas, the SportEYE project aims to create a lasting positive impact on both the environment and the communities engaged in the field of sport and sport for development. This approach not only addresses immediate environmental concerns but also fosters a culture of sustainability that can influence future generations.