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IOC REGIONAL SEMINAR ON SPORT AND THE ENVIRONMENT

19 & 20 April 2005, Dubai, United Arab Emirates

RECOMMENDATIONS

The delegates from the 14 National Olympic Committees present at the seminar (United Arab Emirates, Afghanistan, Saudi Arabia, Bahrain, India, Islamic Republic of Iran, Jordan, Kazakhstan, Lebanon, Maldives, Uzbekistan, Qatar, Sri Lanka and Tajikistan), together with the representatives of the IOC Sport and Environment Commission, and UNEP's Regional Office for West Asia, produced the following recommendations in order to encourage in, their countries and in West and Central Asia, the development of activities for sustainable development through sport. The seminar expresses its gratefulness to the host the United Arab Emirates National Olympic Committee and its patron H.H. Sheik Ahmed bin Saeed Al Maktoum.

A) Objectives (four year)

- Continuation and increased promotion of activities undertaken for sustainable development, in accordance with the recommendations of the World Conference on Sport and Environment held in Turin in 2003.
- In close cooperation with government institutions, civil society, private organisations, media, business and industry, to further the effectiveness of sustainable development in and through sport and thereby increase the public perception on the many linkages between sport and environment.
- Through sport help to protect the natural environment against degradation and environmental damage (desertification, industrial pollution, air and water pollution, etc.)
- Educate, train and make aware athletes and leaders at all levels (continental, regional, national and local) taking into consideration that sport should be seen in the widest context including leisure sport in natural environments and fitness activities.

In addition, further objectives specific to the realities of each country can be identified by each NOC.

B) Activities

- Define a realistic and functional strategy and clear plan of action.
- Lead awareness raising activities (water day, international and national environment days, Olympic day run, environment prizes, posters, tree planting, clean up campaigns, recycling, video, etc.)
- Develop network of partners and organisations with the same concern for environmental protection.

- Use major sport events (2005 West Asian Games in Doha, 2006 Asian Games in Doha, 2006 South Asian Games in Colombo & 2010 Commonwealth Games in Delhi) as well as national sport events for awareness raising on sustainable development in and through sport.
- Promote ecotourism and the discovery and appreciation of nature through sport activities.
- Use athletes as role models and respected community leaders to take part in communicating green messages related to sport and play.

C) Target public (not in order importance)

- Sport Organisations and their leaders at all levels
- Athletes and sport persons in general
- Government institutions
- Non-governmental organisations
- Military & civil defence bodies dealing with sport
- Educational institutions
- Private sector
- Religious leaders
- Children & youth (awareness raising must start at an early age)
- Women
- Media (special emphasis on cooperation with sport journalists)
- Tourists and related bodies
- Logistic sport personnel
- Other stake holders

D) Collaboration and possible financing

- NOC and IOC
- Ministries of the environment, sport, education, health, tourism and youth
- UNEP and other UN organisations and agencies (2005 international year for sport and physical education as a means to promote education, health, development and peace)
- Non-governmental organisations
- Private sector (industry, business, advertising agencies, etc.)
- Media
- Seminar participants (keep contact and exchange experiences)

E) Evaluation methods

- Evaluation, identifying environmental indicators and reporting criteria that are clear, objective and, as far as possible, quantifiable, should be established at the same time as the action plans.
- These criteria should make it possible to determine the success rate (for example, weight of recovered waste, savings in water, number of trees planted, etc).

*IOC regional seminar on sport and environment
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- Make regular surveys and evaluations in order to identify any problems and envisage appropriate solutions.
- Provide feedback to target groups and partners on how they have succeeded and what can be improved.
