



**GREEN LEAGUE**  
Sport Alliance for the Environment

# Case Studies Collection

## Good Practices on Sport and Environment Protection



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]



Funded by  
the European Union

## Acknowledgments

This collection has been created within Erasmus+ sport project “Green League – sport Alliance for the Environment”.

### Partners:

- CESIE, Italy (coordinator)
- Vivi Sano Onlus, Italy
- Zavod APGA, Slovenia
- Kentro Merimnas Oikogeneias Kai Paidiou (KMOP), Greece
- EINURO EHF (Einurd), Iceland
- Center for the Advancement of Research & Development in Educational Technology (CARDET), Cyprus
- Out of the Box International (OTB), Belgium

### Editor: APGA

### Authors:

- APGA, Agencija za promocijo gibalnih aktivnosti, Slovenia,
- CARDET, Cyprus,
- CESIE, Italy,
- EINURD, Iceland,
- KMOP, Greece,
- OTB, Belgium
- VIVI SANO ETS, Italy

### Edition: Electronic

Project reference no.: 101050262-Green League-ERASMUS-SPORT-2021-SCP



This work is licensed under a [Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License](https://creativecommons.org/licenses/by-nc-sa/4.0/).



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

<b>Acknowledgments .....</b>	<b>2</b>
<b>Introduction .....</b>	<b>5</b>
<b>SPORT &amp; ENVIRONMENT INITIATIVES IN ICELAND .....</b>	<b>6</b>
<b>CASE 1. .....</b>	<b>7</b>
<b>CYCLE TO WORK.....</b>	<b>7</b>
<b>CASE 2. .....</b>	<b>9</b>
<b>ENVIRONMENTAL WEEK - PLOGGING .....</b>	<b>9</b>
<b>CASE 3. .....</b>	<b>11</b>
<b>CARBON NEUTRAL LANDSMÓT.....</b>	<b>11</b>
<b>CASE 4 .....</b>	<b>13</b>
<b>TAP ON WALKING STICK.....</b>	<b>13</b>
<b>SPORT &amp; ENVIRONMENT INITIATIVES IN ITALY .....</b>	<b>14</b>
<b>CASE 1 .....</b>	<b>15</b>
<b>KEEP CLEAN AND RUN - PLOGGING .....</b>	<b>15</b>
<b>CASE 2 .....</b>	<b>17</b>
<b>PLASTIC HUNTING - CACCIA ALLA PLASTICA .....</b>	<b>17</b>
<b>CASE 3 .....</b>	<b>19</b>
<b>PLASTIC FREE RIDE .....</b>	<b>19</b>
<b>CASE 4 .....</b>	<b>21</b>
<b>ECO TREKKING - TUTTO È PARTITO DAL CIEL .....</b>	<b>21</b>
<b>SPORT &amp; ENVIRONMENT INITIATIVES IN GREECE .....</b>	<b>23</b>
<b>CASE 1 .....</b>	<b>24</b>
<b>PANSERRAIKOS FC ACADEMY ENVIRONMENTAL ACT FOR THE WORLD'S ENVIRONMENTAL DAY 2022 #ONLYONEEARTH .....</b>	<b>24</b>
<b>CASE 2 .....</b>	<b>26</b>
<b>COASTAL CLEANING BY YOUNG FOOTBALL ATHLETES .....</b>	<b>26</b>
<b>CASE 3 .....</b>	<b>28</b>
<b>COASTAL CLEANING BY YOUNG ATHLETES AND THEIR FAMILIES .....</b>	<b>28</b>
<b>CASE 4 .....</b>	<b>30</b>
<b>LIMITING THE ENVIRONMENTAL FOOTPRINT OF SAILING ACTIVITY FOR THE SUSTAINABILITY OF THE SPORT .....</b>	<b>30</b>
<b>SPORT &amp; ENVIRONMENT INITIATIVES IN CYPRUS .....</b>	<b>32</b>
<b>CASE 1 .....</b>	<b>33</b>

<b>GOAL PROJECT .....</b>	<b>33</b>
<b>CASE 2 .....</b>	<b>35</b>
<b>THE 7 RS OF SUSTAINABILITY THROUGH SPORTS .....</b>	<b>35</b>
<b>CASE 3 .....</b>	<b>37</b>
<b>EDUCATION UNIT FOR THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT (EESD) .....</b>	<b>37</b>
<b>CASE 4 .....</b>	<b>40</b>
<b>CLEAN UP THE MED .....</b>	<b>40</b>
<b>SPORT &amp; ENVIRONMENT INITIATIVES IN SLOVENIA.....</b>	<b>42</b>
<b>CASE 1 .....</b>	<b>43</b>
<b>DIVING ECOLOGICAL CLEANING CAMPAIGN DRAVA .....</b>	<b>43</b>
<b>CASE 2 .....</b>	<b>46</b>
<b>SUMMER BY THE SOČA RIVER .....</b>	<b>46</b>
<b>CASE 3 .....</b>	<b>48</b>
<b>#PODAMDAIGRAM, #PASSINGTOPLAY – GORAN DRAGIĆ CHARITY CAMPAIGN .....</b>	<b>48</b>
<b>CASE 4 .....</b>	<b>50</b>
<b>AQUATIC ACTIVITIES AND ENVIRONMENTAL PROTECTION .....</b>	<b>50</b>
<b>SPORT &amp; ENVIRONMENT INITIATIVES AT EU LEVEL .....</b>	<b>52</b>
<b>CASE 1 .....</b>	<b>53</b>
<b>ENVIRONMENTAL MANAGEMENT IN FOOTBALL EVENTS .....</b>	<b>53</b>
<b>CASE 2 .....</b>	<b>56</b>
<b>VOLUNTEERING FOR GREENER SPORTS EVENTS.....</b>	<b>56</b>
<b>CASE 3 .....</b>	<b>58</b>
<b>EUROPEAN ENVIRONMENTAL EDUCATION TOOLS BASED ON OUTDOOR AQUATIC PRACTICES .....</b>	<b>58</b>
<b>CASE 4 .....</b>	<b>60</b>
<b>INSPIRING YOUNG PEOPLE TO MAKE A SUSTAINABLE CHANGE USING SPORTS AS A TOOL .....</b>	<b>60</b>
<b>Conclusion.....</b>	<b>63</b>

## Introduction

“Green League” is a project that aims at enhancing the link between sport and the environment through experiential learning, promoting outdoor physical activity as a tool to support environmental awareness, and encouraging sustainable practices in sport.

The project answers the need of encouraging the population to take urgent action to combat climate change and its impacts and of promoting healthy lives and well-being for everyone, therefore using sport as a tool to generate environmental awareness while contributing to a healthier lifestyle.

The specific objectives of project are:

- to build the capacity of sport professionals at EU level to promote outdoor physical activity as a tool to educate people on environmental matters;
- to design and deliver local sport events, promoting sport’s practice while passing on a common environmental awareness to young people, their families, and amateur athletes through experiential learning;
- to actively engage sport clubs, young sport players, and amateur athletes combining sport tournaments and environmental actions;
- to share the project’s key messages and values, while conducting tailored awareness-raising actions promoting the tangible role sport can play in enhancing environmental consciousness.

There are various sport activities that can be organised with regard to environmental care and preservation. Many initiatives were taken and activities implemented, mostly on umbrella sport organisations level but on basic sport club level as well.

Like any human activity, sport takes place in a physical environment. This means that sport also affects this environment. The sports community needs to be aware of the relationship between environment and sport so as to find a way to not impact on the environment while performing sport.

It is everyone’s duty to take action in order to protect the environment. Global warming, climate change, pollution need to be reduced and everyone has to work toward the protection of our planet and act in this regard.

Thus, this publication consists of a collection of inspirational case studies that are good practices of eco-friendly sport activities and events, at EU level.

The aim of this collection is to provide already implemented sport actions that are in line with environmental protection, to be used by sport clubs, amateur athletes and other stakeholders in their organisations or with their users, thus promoting and enhancing the link between sport and environment.



## SPORT & ENVIRONMENT INITIATIVES IN ICELAND



## CASE 1.

### CYCLE TO WORK

<b>AIM</b> Leave the car at home and cycle, walk, run or take the bus to work.	<b>TARGET GROUP</b> All employed personal	
<b>GEOGRAPHICAL AREA</b> Activity covers the whole of Iceland. It is free to anyone inside Iceland to sign up and join the "competition"	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Cycling	<b>STAKEHOLDERS &amp; PARTNERS</b> Each company that takes part as a team, has shown that it pushes the employees together and gives a better atmosphere in the workplace. Each town and city also profit from this as the car traffic is less.
<b>WEBSITE REFERENCES</b> <a href="https://hjoladivinnuna.is/um-hjolad/froldleikur/">https://hjoladivinnuna.is/um-hjolad/froldleikur/</a> <a href="https://hjoladivinnuna.is/">https://hjoladivinnuna.is/</a> <a href="https://hjoladivinnuna.is/um-hjolad/frettir/frett/2022/05/27/Verdlaunaafhending-Hjolad-i-vinnuna-2022/">https://hjoladivinnuna.is/um-hjolad/frettir/frett/2022/05/27/Verdlaunaafhending-Hjolad-i-vinnuna-2022/</a> <a href="https://isi.is/almenningsithrottir/hjolad-i-vinnuna/">https://isi.is/almenningsithrottir/hjolad-i-vinnuna/</a> <a href="https://ust.is/umhverfisstofnun/frettir/stok-frett/2022/05/05/Hjolad-i-vinnuna-er-hafid/">https://ust.is/umhverfisstofnun/frettir/stok-frett/2022/05/05/Hjolad-i-vinnuna-er-hafid/</a>		
<b>SHORT DESCRIPTION</b> This practice started in 2003 by the Icelandic Sports and Olympic Association. It is applicable in any sector and working environment regardless of the number of employees. All companies add each week how many kilometres they cycled and how many employees participated.  Each company registers for the competition and each employee can sign on behalf of the company. Each week, their cycling, walking and bus rides are recorded in the database. Sports and Olympic associations take this data, enter it into the database and organise a competition. There are small prizes for individuals, but also for team races. However, the competition is the way to spur the participation, since the aim is to improve the amount of exercise and physical activity people do.  The project has been approved by the Icelandic government since its conception, with the participation of government companies. The Minister of Transport awards the prizes. As it stands, the project has seen large numbers of participants, making it a good practice.		
<b>CHALLENGES</b> The biggest challenge is the weather and conditions of roads. When there are harsh weather conditions it is important that the	<b>IMPACT</b> Each year more people and companies sign up to join and so each year more kilometres have been	

bikes and such are fitted for such conditions. Slippery roads can lead to accidents.

covered. It brought a healthier lifestyle thanks to the competition feature.

#### **SUSTAINABILITY**

It has a bigger cost in the beginning with the purchase of bikes and proper safety equipment, but in the long term has no more costs making this initiative a cost saving one.

#### **REPLICABILITY**

This initiative can be replicated at both smaller and larger scales (i.e.: smaller scale with youth organisations or in schools)

#### **LESSONS LEARNT**

This initiative gets people more active, is cost saving for the people since by leaving the private car at home it saves money on fossil fuels and at the same time it is environmentally friendly and also contributes to healthier lifestyle of participants. It is still growing so it can be scaled up even more. It has grown despite lack of reward as the competition methodology is enough to encourage participants to be active and feel better. Some workplaces give you more of a leeway on arrival time to work to motivate its employees to participate.



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

## CASE 2.

### EVIROMENTAL WEEK - PLOGGING

<b>AIM</b>	<b>TARGET GROUP</b>	
7-days activities to clean up some areas as a group.	Residents of the area, outdoors enthusiastic people.	
<b>GEOGRAPHICAL AREA</b>  Activity covers the entire country of Iceland. Different areas each day, usually areas where a lot of garbage piles up.	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b>  Walking	<b>STAKEHOLDERS &amp; PARTNERS</b>  Land owners, city management, and the general public.

#### WEBSITE REFERENCES

<https://www.fi.is/is/frettir/umhverfisvika-ferdafelags-islands-2019>

<https://plokk.is/stori-plokkdagurinn/>

#### SHORT DESCRIPTION

Ferðafélag Íslands is a hiking group in Iceland that offers a variety of free and paid hiking trips with guides. It was established in 1927 from one of the oldest hiking groups in Iceland. They decided to have an environmental week around the environmental day. During the week they pick an area each day to “plogg” (pick-up) garbage from the environment, also having an exchange market for outdoors clothing, pub quiz and lecture nights.

Each day they post on Facebook where the group is meeting, they then divide into different groups and go on their way with the garbage bags filling them up. They choose the area according to the amount of people that show up and that can thus clean up that area.

They pick usually next to roads where trash has piled up during winter or areas which are for outdoors purposes.

#### CHALLENGES

Getting people to show up is the biggest issue. The weather can also be a challenge especially in those periods where there are a lot of storms or other weather conditions that can cause troubles for participants.

The preparation of the initiative, being organised on a voluntary basis, could also be a challenge.

Finding a partner that recycles and transports the trash is also really important but not always easy.

#### IMPACT

They cleaned next to the biggest roads in Iceland that span over 100 km in length resulting in a big positive impact on the environment.

#### SUSTAINABILITY

This is a sustainable initiative since it does not have costs for participants to join however it

#### REPLICABILITY

This can be replicated and scaled up with the right organisation taking part. It is hard for locals to group up on a larger scale



**Funded by**  
**the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

does require a lot of planning for the organisation to do beforehand. without support from local authorities or large established organisations to help.

#### LESSONS LEARNT

This has been done early in the end of summer to pick up the trash and was a very successful progress. This has also expanded to events done to clean established and popular hiking trails in Iceland. The growth possibilities are limited since the hiking group is mainly located in Reykjavík and would need partnership with local communities in other areas of Iceland to scale to more areas.

This has not been replicated by Ferðafélag Íslands thou since 2019 due to COVID 19 however there are other organizations in Iceland they specialise now in plogging like Plokk á Íslandi which has had the support from the president, first lady and environmental ministry to keep it going each year with them participating.

It shows that getting larger established organizations involved in being environmentally friendly can activate people to participate and make it larger scale then small groups can.



## CASE 3.

### CARBON NEUTRAL LANDSMÓT

<b>AIM</b> To host a carbon neutral tournament	<b>TARGET GROUP</b> Youth, Youth organizations.
<b>GEOGRAPHICAL AREA</b> Each year a different youth organization hosts the tournament and oversee its planning. The youth organization of Selfoss was the host last year.	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Various sports
<b>STAKEHOLDERS &amp; PARTNERS</b> Both youth and adults as the tournament is for persons from 11-18 years old, therefore, they need to be with their parents during the tournament.	
<b>WEBSITE REFERENCES</b> <a href="https://frettabladid.overcastcdn.com/documents/SD220721.pdf">https://frettabladid.overcastcdn.com/documents/SD220721.pdf</a>	
<b>SHORT DESCRIPTION</b> <p>The youth sports tournament has been held every year since 1992. It has participants from the ages of 11 - 18 across of all Icelandic youth organizations competing large variety of sports. In 2021 the youth organization in Selfoss hosted the tournament and had 24 different sports scheduled and other activities over 3 days. They asked for a grant out of the environmental fund UMFÍ to be carbon neutral the event which was granted. With a large amount of participants all over Iceland attending as 400 different teams being signed up it was a large task.</p> <p>They got volunteers from the event to plant trees next to the golf course at the Selfoss the town to be carbon neutral . That was their only recorded action to achieve that goal.</p>	
<b>CHALLENGES</b> Getting volunteers to plant and help with the tournament is challenging due to the size of it. This is also because it is during the busiest travel week in Iceland.	<b>IMPACT</b> The impact it had is unforeseen at this moment due to lack of consistency of this practice being done. It did open their eyes to the environmental impact the tournament and other associate work they do has. Therefore they have looked over and are more interested in environmental issues connected to sports.
<b>SUSTAINABILITY</b> This is costly to do but if the overseeing organization UMFÍ is willing to take the cost of it on its shoulders and not burden the smaller organizations that are hosting the tournament it is sustainable. They have an environmental fund which each organization can apply for, and their aim is to keep this up in the next tournaments.	<b>REPLICABILITY</b> This practice can be replicated in the next tournaments. This can also be adapted by other tournaments held in Iceland. It is costly for smaller organisations but there are ways if there is a small organization taking the cost offering to pay extra for admission to have it carbon neutral admission. This is good advertisement for organizations due to people being more aware of environmental issues that we are facing.



### CONCLUSION & LESSONS LEARNED

This practice is easy to implement no matter what size it is. It does however need volunteers and on a much larger scale it might be hard to find such an amount. If there is enough funding, it can be paid labour planting the trees.

This is a practice that should be done as the youth are willing and want to carbon neutral the tournament.



## CASE 4

### TAP ON WALKING STICK

<b>AIM</b> The aim is to get hikers to keep the tap on the walking sticks when walking trails.	<b>TARGET GROUP</b> Hikers	
<b>GEOGRAPHICAL AREA</b> All trails in Iceland and abroad.	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Walking, Hiking	<b>STAKEHOLDERS &amp; PARTNERS</b> Hikers and landowners.
<b>WEBSITE REFERENCES</b> <a href="https://www.facebook.com/groups/vesenogvergangur/posts/2983824951714380/">https://www.facebook.com/groups/vesenogvergangur/posts/2983824951714380/</a>		
<b>SHORT DESCRIPTION</b> <p>In 2020 the head of Vesen og Vergangur posted on Facebook about the harmfulness of not having the cap of the walking stick due to the vegetation deteriorating with hundred holes.</p> <p>The methodology is having the tap on the walking stick while hiking during summertime or when the ground isn't frozen.</p> <p>It has been practised by the hiking group of 16.000 participants for years and according to them it does help vegetation and old trails to stay intact.</p> <p>This is aimed to be only done in the summer as the weather is hot and often wet while during winter the earth is frozen and isn't a problem having them on at that point</p>		
<b>CHALLENGES</b> The biggest challenge is to estimate when you need to take the tap off for better grip and when it is okay to keep it on.	<b>IMPACT</b> <p>It is unknown how many people have started to use this practice outside of the members of Vesen og Vergang which anyway are 16.000, thus it has already had a high impact.</p>	
<b>SUSTAINABILITY</b> As this only involves how to use a walking stick in nature it is very sustainable. It needs more widespread awareness of this practice.	<b>REPLICABILITY</b> <p>This is very easily replicable due it being such a small action to change hikers' behaviours. Many countries don't have a long cold period like in Iceland where the ground is frozen. It needs more awareness among the public.</p>	
<b>LESSONS LEARNT</b> <p>As there is no research of the scope of the impact of this practice it must quantify what this small act does. First-hand accounts of hikers say though that this has a big impact on the trails they go on.</p> <p>This case study shows that small things can make an impact on the environment around us. Having the cap on or off is not something most people would associate with environmentally friendly practice despite being able to help the vegetation and trails stay intact for longer.</p>		



**GREEN LEAGUE**  
Sport Alliance for the Environment

[www.green-league.eu](http://www.green-league.eu)

## SPORT & ENVIRONMENT INITIATIVES IN ITALY



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

## CASE 1

### KEEP CLEAN AND RUN - PLOGGING

<b>AIM</b> The aim is to run and pick up garbage on the way.	<b>TARGET GROUP</b> Runner, organizations operating in the field of environment, young people, anyone that practice sports and love nature
<b>GEOGRAPHICAL AREA</b> Italy 1st stage: Isola d'Elba: Cavo – Marciana Marina 2nd stage Castagneto Carducci – Pomaia 3rd stage Orciano Pisano – Pontedera 4th stage Revet S.p.A. – Capannori 5th stage Olbia – Calangianus 6th stage Bortigadas – Chiaramonti 7th stage Cargeghe – Stintino	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Walking, Running <b>STAKEHOLDERS &amp; PARTNERS</b> The initiative is promoted by Roberto Cavallo, CEO Società Cooperativa ERICA ( <a href="https://www.cooperica.it/">https://www.cooperica.it/</a> ) that since 1996 promotes environmental awareness, and it aims to broaden the sport professionals interested in environmental issues. Other stakeholders are the ministry ecological transition, Unicredit bank and the municipalities touched by the stops. The beneficiary of the practice is the whole community where the activity takes place.
<b>WEBSITE REFERENCES</b> <a href="https://keepcleanandrun.com">https://keepcleanandrun.com</a> <a href="https://www.gazzetta.it/running/11-04-2022/keep-clean-and-run-for-peace-2022-elba-sardegna.shtml">https://www.gazzetta.it/running/11-04-2022/keep-clean-and-run-for-peace-2022-elba-sardegna.shtml</a> <a href="https://tg24.sky.it/cagliari/2022/05/07/eco-maratona-al-traguardo-con-373-kg-di-rifiuti-raccolti">https://tg24.sky.it/cagliari/2022/05/07/eco-maratona-al-traguardo-con-373-kg-di-rifiuti-raccolti</a>	
<b>SHORT DESCRIPTION</b> <p>The initiative started in 2015 with the first edition of the <i>plogging race</i> (races that also involve picking up trash). Since then, every year, a plogging event has been organized in different parts of Italy.</p> <p>The last event was during the spring 2022 and it is described as the “longest plogging race in the world”.</p> <p>This eco-trail wants to focus on littering, spreading the message that this practice has a huge impact on the sea’s health, and it must be counteracted in its places of origin, the inland.</p> <p>The objective is to raise awareness about the environmental situation, encouraging people to take care of nature.</p> <p>The methodology is the <i>plogging</i>, the practice of combining sport and litter picking.</p>	

The initiative was sponsored and documented over the years and local administration and local community have been engaged at each run stage, encouraging them to join the cleaning.

#### CHALLENGES

The organisation of such events requires a huge effort, both during the preparation phase and during the event itself. This difficulty can be reduced by involving schools and public administration to support the organisation and promotion.

#### IMPACT

The last edition involved more than 300 people in cleaning activities. This implies that people are more aware about the importance of taking care of the environment.

#### SUSTAINABILITY

Schools and institutions, as well as sport trainers could promote events regularly to increase awareness. It is not necessary to have a big budget for that, and the benefits will be much higher than the costs.

#### REPLICABILITY

The practice can be replicated on a large scale. It can be made in any environment with different characteristics (in the city, in the countryside, in the sea, rivers...) and it does not require a high cost to be implemented.

#### LESSONS LEARNT

The good practice is noteworthy and easily adapted to different context Rossano Ercolini, professor, ecological activist and now director of ZeroWaste Italy, has no doubts stating that "*[to have an impact] it is necessary to promote the participation and involvement of the people. They must feel protagonists*" (Rossano ercolini)

This case study shows that people actually care about the environment if others do. It is a process that can require some time, but it is thanks to these kinds of initiatives that people become aware about the importance of safeguarding the place they live in.

Therefore, it was fundamental to engage students to prevent bad behaviour in the future.



## CASE 2

### PLASTIC HUNTING - CACCIA ALLA PLASTICA

<b>AIM</b>  The aim is to pick-up plastic while swimming	<b>TARGET GROUP</b>  The target is the local community as a whole
<b>GEOGRAPHICAL AREA</b>  Italy Protect area of Gaiolo, Naples, Campania	<b>SPORT or PHYSICAL ACTIVITY</b> <b>INVOLVED</b> Swimming, Walking

#### STAKEHOLDERS & PARTNERS

The initiative is organized by N'Sea Yet in collaboration with UISP NAPOLI, in agreement with the Marine Protected Area Parco Sommerso di Gaiola, and with the participation of the associations Let's do it Italy, Cleanap, Round Table, CSI Gaiola Onlus FAI and the Boys of the Juvenile Penal Institute of Nisida

Other supporters of the event are: the olympic swimming champion Massimiliano Rosolino, the singer Malika Ayane, the councilors of the Municipality of Naples Emanuela Ferrante, Paolo Mancuso, Vincenzo Santagada and Luca Trapanese.

The beneficiaries of the initiative are the local community and the minors from the Juvenile Penal institute.

It is an opportunity to draw attention to the importance of the cooperation and the shared results: to win it is essential that everyone gives a contribution.

#### WEBSITE REFERENCES

<https://www.areamarinaprotettagaiola.it/single-post/presentazione-evento-caccia-all-plastica-swimming-edition-2022>  
<https://www.uisp.it/napoli/pagina/caccia-all-plastica-swimming-edition-ii>  
<https://www.ilroma.net/curiosita/liniziativa-solidale/caccia-all-plastica-swimming-edition-sport-tutela-dellambiente-e>  
<https://www.fondalicampania.com/napoli-caccia-all-plastica-2-km-di-nuoto-a-sostegno-dellambiente/>  
<https://www.dalsociale24.it/3-luglio-caccia-all-plastica/>  
<https://www.facebook.com/events/1185319862231393>  
<https://www.youtube.com/watch?v=yD6gsqyhWg>

#### SHORT DESCRIPTION

The first event was in 2020, but it's at its second edition.

A few years ago, the N 'Sea Yet association launched "Prendi 3 - Get 3" in Naples. The idea was to recover three pieces of plastic from the beach, the sea, the road to help making the world cleaner. From three the pieces of plastic collected have increased. Thus, the association has organized various awareness raising and collection activities. One of the most successful ones was Plastic hunting. On the 3rd July the initiative was revived. This time in another location, between Nisida and Gaiola. A day dedicated to safeguarding the sea, freeing it as much as possible from plastic.



The teams consist of 4 people (1 professional swimmer and 3 hunters). The hunters will have to collect as much plastic as possible along the entire Posillipo coast while the swimmer will have to complete the race course (from Nisida to Gaiola) in the shortest possible time. For each kilo collected by the hunters, 1 second will be discounted on the swimmer's race time.

The team with the swimmer who has the lowest time will win.

Another option is to join the initiative also as a kayak guide.

The competition in the sea is reserved only for Uisp competitive swimmers, while all the other participants, together with the associations and children of the Nisida juvenile prison, will compete in the land team, simultaneously with the swimmers.

#### CHALLENGES

Engaging people and young people often requires a great effort, especially if the activity requires cleaning and collecting rubbish.

#### IMPACT

The initiative involved many people and many organisations that have given relevance to the problem of plastic in the seas. 70 kg of plastic were collected, focusing on the consumption and incorrect disposal of plastic. Following the demonstration, a petition was created, on change.org, to contrast the construction of a sewer drain near the protected area.

#### SUSTAINABILITY

A large investment of funds is not compulsory for the realisation of this initiative. However, it is necessary to involve local realities. A great organisational and communicative effort is necessary.

#### REPLICABILITY

The initiative can be extended easily to other areas by seas, rivers and lakes. It is also possible to adapt the methodology to other sports, for example running. This would make it possible to extend the practice widely.

#### LESSONS LEARNT

In conclusion it is possible to say that the good practice is replicable and engaging, both as regards the local community and for the stakeholders involved. In fact, the issue of environmental protection is a deeply felt issue at national level.

*"Gaiola, as a protected area, has been committed to these issues for 20 years"* explains Maurizio Simeone, director of the Submerged Park of Gaiola and adds: *"we have welcomed this second edition of the initiative to support the awareness of environmental and marine protection issues that we have in common with enthusiasm and joy also for the union with sporting activity"*.

*"Gaiola, the coast of Posillipo and Bagnoli risk a further opening of the sewer drain with a doubling of the system near Cala Badessa, which constitutes a further danger of environmental pollution"* says Francesca Zazzera, a volunteer of GreenPeace Naples and continues: *"On Change.org we launched a petition to ask for the cancellation of this project"*. the people. They must feel protagonists".

## CASE 3

### PLASTIC FREE RIDE

<b>AIM</b> This case study wants to show that everyone can make a difference by making small actions.	<b>TARGET GROUP</b> Organisations operating in the field of environment, young people, anyone that is interested in acting for the environment, trainers, stakeholders.
<b>GEOGRAPHICAL AREA</b> Different part of Italy and Europe, in different years (2019-2022)	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Cycling

#### STAKEHOLDERS & PARTNERS

The project is supported by:

- <https://www.scott-sports.com/it/it/>
- <https://www.scott-sports.com/it/it/news/bike/scott-italia-progetto-plastic-free-ride>
- <https://www.bergamont.com/it/it/>
- <https://www.rudyproject.com/>
- <https://www.the-lab.it/>

It is possible to consider the whole community. Willing people can join the practice and can share the cleaning practice, understand better the value of a clean environment.

#### WEBSITE REFERENCES

There is a dedicated website <https://www.plasticfreeride.it/> that the 2 riders use to communicate the news and the planned trips. The website also collects the articles and the magazine that reports the news.

2022

<https://www.ildolomiti.it/societa/2022/da-arco-a-budapest-in-bici-per-ripulire-piu-di-mille-chilometri-dai-rifiuti-la-coppia-plastic-free-ride-ancora-troppe-mascherine-e-bottiglie-di-plastica-lasciate-per-terra>

<https://www.ladige.it/territori/riva-arco/2022/06/27/in-bicicletta-da-arco-a-budapest-a-caccia-di-rifiuti-di-plastica-da-raccogliere-1.3248972>

<https://www.facebook.com/479026179096759/posts/pfbid0CKRvXEFcRpCMX3NWbro1DeX1ozLETfA1wTyGgKPNwZFKrEpstdPkhs1KvQYnTKCbl/?d=n>

<https://pedaling.it/2022/03/30/plasticfreeride/>

<https://www.qdpnews.it/comuni/pederobba/pulire-le-strade-pedalando-armati-di-pinze-e-cestini-plastic-free-ride-sbarca-a-pederobba-grazie-a-wamii-maggio-onorati-di-averli-qui/>

<https://ebiketravel.it/plastic-free-ride-uniniziativa-green-su-due-ruote/>

<https://www.vitadueruote.it/soluzioni-sostenibili-bike-plogging-a-impatto-meno-uno-e-suonare-con-strumenti-musicali-riciclati/>

#### SHORT DESCRIPTION



Funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

The project is carried out by two riders who love to travel by bike, away from pollution. They ride with everything they need to clean the environment of waste with the aim of doing something concrete to tell people about and to do their part in defending natural environments.

*PlasticFreeRide* was born in 2019 from a dream, and it grows every day, every time someone shares a piece of the road with these 2 riders, and who believes in the project.

The approach this practice uses is very simple: you plan a bike ride and, in slow motion, you stop to clean up the route of the trash you encounter and take the opportunity to talk to people you meet along the way and carry out.

#### CHALLENGES

The challenge is to engage people in adopting sustainable behaviours. It is not always easy to do and it takes time and good communication.

The riders, promoters of the initiative, had to look for some sponsors to provide the necessary tools: clamps, bike cart... they found support in some sports stores that promote a healthy and sustainable lifestyle.

#### SUSTAINABILITY

It is easy to replicate since there is no need for funds to support this initiative and it is possible to find cycle paths in every city and Country.

#### IMPACT

The good practice obviously has an impact on the local area, which is cleared of trash, but also on the local community that the bike ride passes through. People realise the importance of contributing to environmental protection.

#### REPLICABILITY

The good practice can be replicated in different cities and countries. It would be necessary to engage people interested in the topic and the initiative might be replicated everywhere, at local, national and international level.

#### LESSONS LEARNT

It is possible to state that the good practice has a relevant impact in the site it is implemented.

*"I am a staunch environmentalist"* Raffaele states, *"I decided to undertake this project as I believe that in our own small way, we can do a lot. Of course, maybe it will not change the fate of the planet, but it can be a signal. A signal for change. Or maybe a stimulus. For others as well. If only I do it, nothing changes. But if we start being many people then maybe something starts to change."*

Plastic free ride is a lifestyle and people can get inspiration from them just observing them.

The most important lesson to be learned from this practice is the fact that even small spontaneous gestures can make a difference and bring about a small change.

## CASE 4

### ECO TREKKING - TUTTO È PARTITO DAL CIEL

#### AIM

Combining sport and astronomy in a memorable event of hiking and star observation.

#### GEOGRAPHICAL AREA

Monte San Giovanni in Sabina, Rieti, Lazio, Italy

#### TARGET GROUP

Sport organisations, associations.

#### SPORT or PHYSICAL ACTIVITY INVOLVED

Walking, Hiking

#### STAKEHOLDERS & PARTNERS

The initiative was promoted by Open Sky with the patronage of the Lazio Region and the Municipality of Rieti.

The environmental hiking guide Mauro Cappelletti and experts from the Astronomical association (National Network of Astronomical Tourism, which certifies the ideal locations for astro tourism and the most beautiful skies in Italy, where you can gaze at the stars and stay) participated.

The path, very simple and open to all for free, allowed anyone who wanted to take part in the event.

#### WEBSITE REFERENCES

The practice has been shared in many channels and local newspapers, as well as the stakeholders' websites.

[https://www.virgilio.it/italia/monte-san-giovanni-in-sabina/eventi/tutto-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-alla-scoperta-di-monte-san-giovanni-in-sabina\\_8062149\\_6](https://www.virgilio.it/italia/monte-san-giovanni-in-sabina/eventi/tutto-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-alla-scoperta-di-monte-san-giovanni-in-sabina_8062149_6)

<https://lifefactorymag.com/2022/08/26/tutto-e-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-a-monte-san-giovanni-in-sabina/>

<https://www.gazzettadiroma.it/tutto-e-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-a-monte-san-giovanni-in-sabina/>

[https://www.ilmessaggero.it/rieti/rieti\\_eco\\_trekking\\_monte\\_tancia\\_natura\\_evento-6885494.html](https://www.ilmessaggero.it/rieti/rieti_eco_trekking_monte_tancia_natura_evento-6885494.html)

<https://www.italiansnews.it/tutto-e-partito-dal-cielo/>

<https://www.openskynoprofit.org/tutto-e-partito-dal-cielo/>

<https://www.zarabaza.it/2022/08/09/tutto-e-partito-dal-cielo-una-giornata-tra-eco-trekking-e-astronomia-a-monte-san-giovanni-in-sabina/>

<https://www.facebook.com/479026179096759/posts/pfbid0CKRvXEFcRpCMX3NWbro1DeX1o2zLETfA1wTyGgKPNwZFKrEpstdPkhs1KvQYnTKCbl/?d=n>

<https://pedaling.it/2022/03/30/plasticfreeride/>

<https://www.qdpnews.it/comuni/pederobba/pulire-le-strade-pedalando-armati-di-pinze-e-cestini-plastic-free-ride-sbarca-a-pederobba-grazie-a-wamii-maggio-onorati-di-averli-qui/>



**Funded by**  
**the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

<https://ebiketravel.it/plastic-free-ride-uniniziativa-green-su-due-ruote/>

#### SHORT DESCRIPTION

The initiative aims to make living an experience of environmental and cultural awareness in a joyful way, in an evocative and little-known area where sport, food, music and science meet, respecting nature.

The event lasts one evening but the aim is to make the area known, enhancing its potential.

The activity begins with a moment of internalisation guided by a meditation teacher and continues with eco-trekking. The route includes a walk for everyone, through a path of great naturalistic value. Hikers are advised to bring gloves and bags to collect any waste encountered on the way. Returning from the walk, participants will be explained the route, what eco-trekking is, the ethics of the hiker and how to limit the environmental impact of an excursion.

The experts of the Astronomical association (National Astronomical Tourism Network, which certifies the ideal locations for astro tourism and the most beautiful skies in Italy, where you can gaze at the stars and stay), will illustrate the theme of light pollution and will make available their powerful telescopes, helping the participants in the discovery of planets and constellations, the public will be able to participate in a real astronomical observation.

#### CHALLENGES

The biggest effort was related to the organization. The idea of putting together different aspects has been, without any doubt, very challenging. Exploring and communicating different aspects regarding environmental sustainability needed to have a strong connection between all elements

#### IMPACT

The impact of this practice was a higher awareness of the importance of taking care of the environment in all its shapes. Not just plastic and air pollution, but also light pollution.

#### SUSTAINABILITY

Thanks to the stakeholders and organisers it was possible to implement the initiative. To replicate an experience such as this one, it is necessary to have professionals and experts that can guide the audience, and that own the technical tools to do so.

#### REPLICABILITY

There is a good chance to be able to replicate the initiative since it is engaging and, with the right partners, not so difficult to implement. Other organisations, in different places, could get inspiration from it. It is a good opportunity to engage the local community outside the cities.

#### LESSONS LEARNT

In conclusion, it can be said that the good practice turned out to be very interesting and useful in bringing people closer to different environmental pollution problems. It involved many stakeholders and people with different backgrounds. The most interesting element is definitely the concatenation of several disciplines: trekking, astronomy, and civic sense.

The practice promoted environmental and climate education in many aspects. Giving the possibility to touch with hands, and eyes, the environmental issues that sometimes people don't have the chance to notice.



## SPORT & ENVIRONMENT INITIATIVES IN GREECE



## CASE 1

### PANSERRAIKOS FC ACADEMY ENVIRONMENTAL ACT FOR THE WORLD'S ENVIRONMENTAL DAY 2022 #ONLYONEEARTH

<b>AIM</b>	<b>TARGET GROUP</b>
To raise awareness and educate on matters of proactive environmental actions via the use of the vast Football network.	Football Athletes and enthusiasts of all ages.
<b>GEOGRAPHICAL AREA</b>	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b>
At Omonia Athletic Park, the facilities of Panserraikos FC Academy, in the city of Serres in northern Greece.	Walking, Football

#### STAKEHOLDERS & PARTNERS

The good practice was possible due to the organisation and initiative of Panserraikos FC in coordination with the United Nations Environmental Programme (UNEP) and the United Nations dedicated to ecosystem restoration 2021-2030 programme and in cooperation with the Municipality of Serres. The practice was also in coordination with goal #15 and #17 of the UN.

#### WEBSITE REFERENCES

<https://www.mgspanserraikos.gr/δράσεις-για-το-9ο-τουρνουά-ακαδημιών-πο/>

<https://www.mgspanserraikos.gr/ο-πανσερραϊκός-στηρίζει-την-δεκαετί/>

#### SHORT DESCRIPTION

During the "9th Football Academies Tournament for the Environment 2022" Panserraikos FC Academy, with the participation of athletes and non-athletes of the community, carried out clean-up operations at the Omonia Athletic Park of Serres, on Saturday, June 4, to celebrating in this symbolic way the World Environment Day.

PANSERRAIKOS FC also provided to the participants the necessary "tools" (bags, gloves, etc.) for the implementation of this action. On Sunday 5<sup>th</sup> June, football games were held in order to celebrate the day, at the Omonia Athletic Park.

The good practice used the methodology given by the guidelines of the UNEP and the United Nations dedicated to ecosystem restoration 2021-2030 programme for World's Environmental Health Day.

#### CHALLENGES

The participation at this initiative was lower, because it occurred during the COVID-19 pandemic. In addition, future events had to be postponed in this period.

#### IMPACT

This particular event was the first of many, since Panserraikos FC Academy started a series of events dedicated to the UN programme on ecosystem restoration from 2021, until 2030. From the articles written, it appears that the Academy's network was



	significant and the participants were more than enough.
<b>SUSTAINABILITY</b>  This particular event was the first of many, since Panserraikos FC Academy started a series of events dedicated to the UN programme on ecosystem restoration from 2021, until 2030. Therefore, it appears as the first sustainable act from all of its aspects (organizational, economical etc.). The fact that the events are endorsed by the UN programs and goals, also provides sustainability for the project, since these programs are well-structured and draw the attention of participation for other organisations and parties to contribute.	<b>REPLICABILITY</b>  Apart from the conduct of similar acts on the primacies of the particular academy, other sporting academies could follow Panserraikos's example and dedicate their events on acts for the protection of the environment, following the UN's programme dedicated on the restoration of the ecosystem, or other similar European project on eco-friendly acts and good practices. It is worth mentioning that the particular academy, as well as other sporting clubs could attend to the rest of the UN goals towards the protection of the environment.
<b>LESSONS LEARNT</b>  The events that occurred during the tournament and on the following day had an impact on all the participants, regarding raising awareness on the matter of environmental health and getting familiar with the World's Environmental Health Day, the UN projects and its goals regarding environmental protection. However, the impact on the younger participants is even more crucial, since it is up to the younger generation to address the restoration of the environment and raise awareness on the matter to their peers.  One significant success factor of the good practice was the use of the Academy's network. Football is one of the most famous and followed sports nationally and internationally, therefore gathering a number of people that are willing to participate in activities within the Academy. The fact that the events were held in coordination with the UN projects, also made it more valid, thus successful.	

## CASE 2

### COASTAL CLEANING BY YOUNG FOOTBALL ATHLETES

<b>AIM</b> The objective of the good practice was for the young athletes to get acquainted with volunteering, via participating in the cleaning of a major coast.	<b>TARGET GROUP</b> Football Athletes and enthusiasts of all ages.
<b>GEOGRAPHICAL AREA</b> Beach in the settlement of Alykes in Epanomi, Thessaloniki.	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Walking, Football

#### STAKEHOLDERS & PARTNERS

The Football Academy PAOK FC, and more specifically their organisation “PAOK ACTION” with the environmental organisation iSea and “Simeonidis Tours”, coordinated the participation of the coastal cleaning from the young athletes.

#### WEBSITE REFERENCES

<http://staging-action.paokfc.gr/perivallon/mathima-ethelontismou-gia-tis-k20-ke-k17/>

#### SHORT DESCRIPTION

Even though the main goal of PAOK Academy is to train Greek football players, the academies of the PAOK maintain a pedagogical character, wanting to form complete personalities and not just athletes.

In this initiative, the players got an important life lesson and found out that the clean environment is the responsibility of all of us.

The young football players participated in the cleaning of the beach in the settlement of Alykes in Epanomi, Thessaloniki, participating in the action of PAOK ACTION and the environmental organization iSea.

The athletes were informed by the people of the organization about various issues related to environmental protection and then got to work, while at the end of the day they enjoyed their efforts, relaxing in the renewed landscape.

Since the optimal goal of this act was the familiarization of young athletes with volunteering, the approach was not only the conduct of the cleaning, but the lessons provided by the people of the organization as well. During the good practice, the participants learned about various issues related to environmental protection and at

#### CHALLENGES

None

#### IMPACT

PAOK FC academy is one of the biggest Football Academies in Greece, holding a huge network of fans and trainees. Therefore, the impact of PAOK ACTION projects is significant.

#### SUSTAINABILITY

The good practice is sustainable, since it is based on participating in already existing

#### REPLICABILITY

This environmental act could be replicable, since many organisations and Greek NGO's conduct



environmental acts. Therefore, the organising of the practice as well as the economical factor of it have low demands, thus being sustainable.

projects for the restoration of the ecosystem and the undoing of the environmental damage in affected areas (ex. Areas after fire). All the organizing parties are in need of volunteers and sporting academies such as PAOK FC are in need of educating the young athletes on the matter of volunteering. f the UN goals towards the protection of the environment.

### LESSONS LEARNT

On this environmental act the impact of the practice goes beyond the positive outcome on the environment. The young participants were familiarized with the idea of volunteering and through this relatively small environmental act, they learned more about the existing environmental damage and other-bigger methods to make a more significant difference on the restoration of it.

The young athletes gained a lot of positive knowledge that could be divided to the following:

- How to contribute to the cleaning of a coast (by cleaning the coast themselves and learning the process).
- The general positive outcome of volunteering (by relaxing in the reformed beach).
- The various issues related to environmental protection and how our community's responsibility to refrain from further environmental pollution and act in order to correct the damage already done.



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

## CASE 3

### COASTAL CLEANING BY YOUNG ATHLETES AND THEIR FAMILIES

<b>AIM</b>	<b>TARGET GROUP</b>
<ul style="list-style-type: none"> <li>• To clean the coast of Katakolo at Pyrgos Ilias and</li> <li>• To allow parents and the young athletes to send their own message for a better environment for a better future.</li> </ul>	Young athletes of Olympiacos FC Academy of the Pyrgos Ilias's Academy and their families.
<b>GEOGRAPHICAL AREA</b>	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b>
Katakolo coast, Pyrgos Ilias, Greece	Walking, Athletics

#### STAKEHOLDERS & PARTNERS

The embodiment of this environmental act was a result of the work of, the Olympiacos FC Academy of Pyrgos Ilias, the organisation "Lets Do It Greece" and the participation of the coaches, parents and trainees of the Academy.

#### WEBSITE REFERENCES

<https://www.olympiacos.org/2017/04/03/periavallontiki-drasi-apo-tin-scholi-pyrgoy/>

#### SHORT DESCRIPTION

The Olympiacos FC Academy in Pyrgos Ilias, with the initiative of the head of the academy, Mr. Tasos Ferekidis, together with the children and their parents decided to participate in the cleaning of the beach in Katakolon. The Academy participated in the organisation of the good practice, while supporting the campaign "Be the change you expect..." of "Let's Do It Greece".

The children together with their parents and the Academy's coaches dedicated the morning of Sunday 2 April to cleaning the beaches of the region, sending their own message for a better environment for a better future.

The method that was used in this case study is the utilization of the employees, the network of the Academy of Olympiacos FC as well as the community of Pyrgos Ilias, in order to draw attention on environmental matters and the need of the community to act for a better environment and therefore a better future.

#### CHALLENGES

None

#### IMPACT

The impact on the beneficiaries was significant, since it united the parents with their children and the young athletes with their coaches. Connecting over a bigger purpose can be reinforcing other aspects of their life, such as the children's efficiency on the training or the general relationship with their parents. Equivalent are the benefits of parents and coaches, who have the chance to get to know with their children and athletes on a deeper



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

	level that may allow them to be more effective advisors for them.
<b>SUSTAINABILITY</b>  Even though we cannot proclaim the detailed costs of the act, from the methodology, it appears as if both the organisational and the economic factors make the good practice sustainable. Also, the fact that the environmental act is organized by Olympiakos FC, one of the most famous sport academies of Greece, with one of the biggest and more vivid fan clubs, allows the good practices as such to be known to a vast number of people.	<b>REPLICABILITY</b>  Once again, the network of Olympiakos FC, being one of the most vivid sport academies of Greece, ensures a satisfactory level of participation in this and probably all the following similar good practices that will be advertised through the Academy. As for upscaling, instead of one region's Olympiakos Academy, the majority of them could participate in a similar environmental act.
<b>LESSONS LEARNED</b>  The Head of the local Academy Mr. Tasos Ferekidis speaking about this action noted: " <i>We have an obligation to train the right people and then make good footballers. Our Academy does not only have actions within the four lines of the stadium but is next to the local community and always makes sure to set a good example. We thank Olympiakos for supporting us in everything and for caring for the best future of our children.</i> "  Other than the benefits gained through all of the participants working as a team, the young athletes learned about the benefits of volunteering and how to make a positive impact on the environment. By cleaning a coast that is familiar to them, they learn the difficulty of undoing the existing environmental damage and simultaneously ways to preserve a clean coast. Having their role models and mentors work with them on this act, validated its importance to them and imprint the importance of environmental preservation on their minds.  Because of the multiple benefits on different levels for the participants, a major success factor is the appeal of the good practice. Also, the use of the network of Olympiakos FC - one of the most famous sport academies of Greece, with one of the biggest and more vivid fan clubs - ensures a satisfactory level of participation in the good practice.	

## CASE 4

### LIMITING THE ENVIRONMENTAL FOOTPRINT OF SAILING ACTIVITY FOR THE SUSTAINABILITY OF THE SPORT

<b>AIM</b>  The objective was to draw attention to the impact of sailing on the water contamination of the seas and generally to the aquatic pollution, as well as on ways to tackle the matter.  Generally, the goal was to dedicate the already existing event to the water contamination of the Aegean seas and the vast pollution around the Greek Islands, thus to raise awareness to a significant amount of people, since the event already existed and had already drawn popularity	<b>TARGET GROUP</b>  Sailing Athletes
<b>GEOGRAPHICAL AREA</b>  Islands of Greece: Amorgos, Lipsi and Paros	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b>  Sailing

#### STAKEHOLDERS & PARTNERS

The beneficiaries and users of the good practice were the sailing athletes and generally the sailing team, who were acquainted with eco-friendly ways of sailing and rallied for the awareness of the sea's pollution. The practice took place after the initiative of the Panhellenic Open Water Sailing Club in coordination with HELMERA and other supporting organisations.

#### WEBSITE

#### REFERENCES

<https://istioploikoskosmos.gr/perivalon/>

<https://www.piraeus365.gr/2018/07/55ο-ράλλυ-αιγαίου-20-30-ιουλίου-2018/>

[https://www.sailing.org/tools/documents/ISAFGreenEventGuidance-\[9984\].pdf](https://www.sailing.org/tools/documents/ISAFGreenEventGuidance-[9984].pdf)

<https://www.amorgos-news.gr/οι-ιστιοπλόοι-του-55ου-ράλλυ-αιγαίου-καθ/>

#### SHORT DESCRIPTION

the 55th Aegean Rally was dedicated to raising awareness regarding the pollution of the seas. The [ISAF guidelines](#) that were used for the good practice, specify how to avoid the environmental footprint of sailing, as a sailing athlete. The Rally was conducted on 20-30 of July 2018.

The methodology that was followed included the participation of the sailing athletes that would work as an example of the proper and eco-friendly way to sail. Ultimately, the goal was to raise awareness regarding the pollution of the seas and initiate other voluntary acts to tackle it, such as coastal cleaning.

The good practice was structured via the ISAF guidelines and initiated by the Panhellenic Open Water Sailing Club, according to multiple web page articles.



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

CHALLENGES	IMPACT
None	<p>Taking into account the number of articles written on the good practice, the reported popularity of the event, and the vast participation, the impact of the good practice is considered significant</p> <p>The boats of the "Aegean Rally" carried the message "Save the seas" in order to raise public awareness. A representative of the Hellenic Marine Environment Protection Association (HELMEPA) was present in each of the islands visited by the event in order to coordinate, in cooperation with the local authorities, the cleaning of the coasts and the distribution of information material. The actions took place on 23 July in Amorgos, 25 July in Lipsi and 27 July in Paros.</p> <p>Skippers and crews became ambassadors in this campaign, and sailors also tried to use as little plastic as possible on their boats that year and onwards. It is worth mentioning that the International Olympic Committee also took part in a UN campaign to raise awareness among athletes and players about marine litter.</p>
SUSTAINABILITY	REPLICABILITY
<p>Since the good practice was based on an already-existing and annual event, it can be considered sustainable. More specifically, the pre-existence of an event, onto which an environmental good practice could be built, makes the good practice sustainable and possible for it to be repeated, since all the organizational factors and funding parties will be participating in the event, anyway.</p>	<p>Bigger Rallies that rout through all of the Aegean Sea and possibly all of the Greek Islands could be organized and be dedicated as well to an environmental act as such.</p>
LESSONS LEARNT	
<p>Based on <a href="#">WWF's report on plastic pollution (2019)</a>, Greece produces approximately 700kT of plastic waste each year, which means 68 kg of plastic per capita. In Greek seas there are still significant populations of rare protected species that are threatened with extinction due to pollution. The effects of dumping plastic litter in the seas have an impact on the reduction of fishing and tourism, with the burden on coastal areas.</p> <p>These major existing environmental issues led to the dedication of the 55th Aegean Rally to the reduction of the aquatic pollution, with a specification on the pollution caused by the lack of eco-friendly sailing techniques. With the premises of the event, sailoring athletes were reported following the eco-friendly sailing guidelines and conducting coastal and marine cleaning of some areas in need.</p> <p>The participants raised awareness regarding the pollution of the sea with specifications on the environmental footprint of sailing. Simultaneously, they learned eco-friendly ways to sail and were motivated to participate in other environmental acts.</p>	



## SPORT & ENVIRONMENT INITIATIVES IN CYPRUS



## CASE 1

### GOAL PROJECT

<b>AIM</b>	<b>TARGET GROUP</b>
The aim is to use the visibility of football to address environmental issues. To do this, for every goal scored by a team, a tree is planted.	Football teams in Cyprus
<b>GEOGRAPHICAL AREA</b>	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b>
Cyprus	Sport (Football)

#### STAKEHOLDERS & PARTNERS

The main target group of the Goal project is the football teams of Cyprus, in all divisions. The clubs participate in the project by choosing how many trees will be planted for each goal. The options were 1, 5, 10 or 20.

The good practice and environmental impact involved the reforestation of a large area of land in Cyprus that burned in July 2021.

In addition, several stakeholders (Ministries, CMO, media, etc.) supported the project.

#### WEBSITE REFERENCES

<https://www.facebook.com/thefootballprojectcy/>

#### SHORT DESCRIPTION

The Goal Project was launched in 2021 and is an ongoing project of the Football Project. The "Football Project" is an informal, non-profit initiative of a small group of young people with the main purpose of exploiting the potential of football for the benefit of society and especially youth. It was created in 2016, running various projects in different thematic areas. *"At The Football Project, we believe in the power of football. [...] Football can be used not only as a means of entertainment and exercise, but also as a means of education and public awareness."*

The methodological approach includes the following steps:

1. The football project called on all football clubs in Cyprus to support the effort to restore the natural environment affected by the fires on the weekend of 3-4 July 2021 on the island.
2. An agreement between the football clubs involved and the Goal project,
3. The organisation of the tree planting,
4. Involvement of other stakeholders (environmental organisations, citizens and children, football clubs).
5. Spread and promote the project to the wider community through social media during the project. Update social media for each match in which the teams participate.

#### CHALLENGES

Some of the challenges during the project are:

#### IMPACT



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

- Stakeholder involvement in the process.
- Involving the public in planting the trees.
- Collaborating with local municipalities to plant the trees.

Overall, the impact of the project on communities, society and stakeholders was positive. Due to the implementation of the project, the public was able to see their groups involved in this initiative and realise the importance of the environment. Moreover, the impact on the lives of the beneficiaries was not so much direct as indirect, because the selected area for tree planting will affect the local community, the lives of the people around it and the people who will participate in the tree planting.

### SUSTAINABILITY

When implementing projects that promote social aspects, such as the environment, it is important that they are socially, economically, and environmentally sustainable. The economic sustainability of the project lies in the fact that the participating football clubs have covered the cost of the trees to be planted under this project.

The philosophy behind this is that the football clubs will give back to the community. From a social point of view, getting young people involved in the project and from an environmental point of view, the long term care of the trees by the local community.

### REPLICABILITY

The Goal project can be widely scaled up, it was implemented at national level in Cyprus, but it can take a step forward and be applied in other countries. Football is a popular sport around the world and in other countries football clubs are bigger and their participation in projects like this can promote and raise awareness of the environment on a wider scale.

Furthermore, it is possible to use this analogy in other sports. However, in some sports, it may be difficult to implement. For example, in basketball matches it may be difficult to achieve realistic targets due to the large number of goals scored. It may be easier to achieve and implement in sports such as football or handball.

### LESSONS LEARNT

The key messages and lessons learned from this good practice are:

- Increasing environmental awareness through sport.
- Cultivating a culture of planting trees and monitoring their growth.
- Popular sports such as football have promoted an environmental issue in the public sphere, which is the loss of woodland due to fires.

The Goal project is an essential good practice on the island and is an initiative that gives back directly to the community. The project used one of the biggest fires in Cyprus as an opportunity to help the environment through the most popular sport on the island.

## CASE 2

### THE 7 RS OF SUSTAINABILITY THROUGH SPORTS

<b>AIM</b> The aim is to develop an innovative outdoor training area by volunteers, which will be made of recyclable or reusable materials. The equipment was constructed and placed in a public space accessible to all.	<b>TARGET GROUP</b> Citizens
<b>GEOGRAPHICAL AREA</b> Dali, Nicosia	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Sports and Physical Activity

#### STAKEHOLDERS & PARTNERS

The beneficiaries are citizens, mainly from the specific region.

#### WEBSITE REFERENCES

<https://www.facebook.com/7RsSports>

#### SHORT DESCRIPTION

The project "7 Rs of sustainability through sport" was an ESC (European Solidarity Corps) project and aimed to create an outdoor space for access and exercise for all.

This initiative took place in an area outside Nicosia, Cyprus and the environmental perspective of the project involved outdoor activities and exercises using sustainable equipment.

Part of the project was a number of environmental trainers who informed the public and volunteers about the 7Rs. Also, sports trainers who advised on the appropriate way to set up the equipment and how to use the materials. In addition, the space is co-created and everyone can contribute what they know, their skills and materials.

The methodology approach is:

1. The volunteers met and planned how to build the equipment.
2. Part of the project involved trainers who informed and educated the volunteers on how to use the different materials.
3. Meeting and planning the project procedures.
4. Through monthly meetings the volunteers started implementing the project. The equipment was built with the help of volunteers who participated in the project.
5. Project participants invited people to share materials with them.

#### CHALLENGES

Some of the challenges are:

1. **Difficulty in finding materials:** The materials used for the gym were given by local people, or from acquaintances of the volunteers. For example, people hiking brought robes or tyres provided by local people in the area and wood from the green spots. However, other materials were difficult to find and a quantity of them

#### IMPACT

The organisers did not inform and promote the project as much as they should have. The individuals who learned about the environmentally friendly and sustainable outdoor gym were the people who participated and volunteered in the project. However, the organizers are trying to promote the sustainability of the site through other activities.



<p>had to be purchased, for example, metal materials.</p> <p>2. <b>Municipality:</b> another challenge was with the local municipality and the long time to get permission for the site.</p> <p>3. <b>Budget:</b> the budget was limited and the people who were volunteering could not volunteer for six months.</p>	<p>Additionally, the impact on the environment is vital because the volunteers reused the materials to build something new in the area without creating unnecessary waste.</p>
---	--

## SUSTAINABILITY

7 Rs of Sustainability Through Sports has some volunteers who help throughout the project and the implementation of the project was necessary especially for the youth to understand the environmental aspect of the issue, but also to use the local space created by the community for exercise.

## REPLICABILITY

This initiative can be carried out on a national scale, but the difficulty is the minimum number of volunteers and finding the materials. Other than that, the municipality's help in assisting these initiatives is important. An agreement with the local authorities can help to implement and develop these initiatives.

## LESSONS LEARNT

The key message is:

- The importance of outdoor activities from an environmental point of view,
- The importance of the social and environmental significance of outdoor recreation,
- The social aspect in terms of promoting an area for all.

The lesson learnt from this good practice is the importance of working in a community. This initiative also raises awareness of the environment through social media. In addition, environmental education was provided to volunteers on how to use materials or what materials to use.

The 7 Rs of sustainability through sport is a perfect start for the island to develop an understanding of the importance of sustainability and for people to create a space together. The importance of this co-creation of space is for people to realise the importance of reusing materials to create something new, but also to be able to respect and protect their local community.

This project brought together people living in the area and created a local outdoor space for people to exercise while helping the environment.



## CASE 3

### EDUCATION UNIT FOR THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT (EESD)

AIM	TARGET GROUP
The aim of the EESD project is to develop in students and other population groups a sense of personal and collective responsibility for protecting the environment and ensuring sustainable living conditions. In addition, specific objectives of the hiking activity are to learn about the nature trails in Troodos, to understand the importance of nature trails, to develop critical thinking and to become aware of the personal responsibility of each individual for their conservation and protection.	Schools (Students, Teachers, and Parents)
GEOGRAPHICAL AREA	SPORT or PHYSICAL ACTIVITY INVOLVED
Cyprus	Physical Activity

#### STAKEHOLDERS & PARTNERS

Pedagogical Institution, Municipalities, Local communities, schools, NGO, Universities, Research centres, organisations.

#### WEBSITE REFERENCES

- <https://elearning.schools.ac.cy/index.php/el/meno-spiti-ucy/video/3-spiti-sti-fysi2>
- <https://elearning.schools.ac.cy/index.php/el/meno-spiti-ucy/video/12-spiti-sti-fysi4>
- <https://mepaa.moec.gov.cy/index.php/el/>
- <https://peeaad.schools.ac.cy/index.php/el/>
- <https://elearning.schools.ac.cy/index.php/el/monada-perivallontikis-ekpaidefsis>

#### SHORT DESCRIPTION

The Unit of Education for the Environment and Sustainable Development (EESD), which was officially established in 2018, is the competent unit of the Ministry of Education, Sports and Youth (MESY) for the promotion of environmental education and sustainable development issues in the context of formal, non-formal and informal education.

The strategic objective of the EESD unit is to integrate Environmental Education and Sustainable Development in all educational levels of the country.

The EESD implements a few key actions, such as the integration of environmental and sustainable development issues in the curriculum of all educational levels, the education and training of teachers and educational staff on environmental education and sustainable development issues.



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

These are different types of activities in which students can participate. This case study will focus on hiking on Mount Troodos and how the combination of an outdoor sport can help students to increase their environmental knowledge.

For this activity, primary school students participate:

- A. Teachers follow several guidelines for implementing the hiking activity.
- B. First are the trails that teachers can choose for their students. It depends on the ages of the students.
- C. Recommendations about students' clothing, what to bring with them and how to complete the worksheets for the activity

#### CHALLENGES

The challenges are limited because the project is promoted and supported by the Ministry of Education. However, one challenge is for students to ensure that they continue what they have learned in their own homes and families. In addition, it is to continuously update the material with new information. Furthermore, another challenge is, because the project focus is on Cyprus, there is limited access to information on global environmental issues not related to the island.

#### IMPACT

The impact of the students is positive, they learn about the environment through interactive activities that are not only theoretical. They have the opportunity to explore nature.

The project gives the opportunity to all students of all ages to participate. This means that over the years they participate in different activities and learn more and more. For example, students apply all the knowledge they have learned from primary school to high school. In addition, schools are promoting environmental and sustainable thinking in their lessons.

This video shows examples of sustainable schools in Cyprus and how students are using all the knowledge gained from the different activities and resources in the project to create new tools: <https://elearning.schools.ac.cy/index.php/el/meno-spiti-ucy/video/12-spiti-sti-fysi4> .

#### SUSTAINABILITY

The first element that has made this practice institutionally, socially, economically and environmentally sustainable is the fact that this project is being implemented within the Ministry of Education. Teachers who have a heavy workload can do something extra with their students in the context of education and are supported by the ministry.

In addition, the materials developed to support teachers are extremely important. Especially because a lot of

#### REPLICABILITY

The project is being implemented on a national scale and replication in another geographical area is dependent on the Ministry or the local community, mainly due to funding and support for schools to get out there with their students and explore nature.

In addition, in a different geographical area larger than Cyprus, the collaboration on environmental issues with other schools from different regions or countries can act as a tool for students to share their experiences about the environment or to share the activities they have done in school.

new teachers are coming in and the knowledge is available to them.

#### LESSONS LEARNT

The key messages and lessons learned from this good practice are:

- Increasing environmental awareness through hiking in nature,
- Increased learning through hiking and empathy for nature.

Most students in Cyprus participate in this project and for some this is their first contact with environmental issues. The experience of hiking the Troodos trails is essential for understanding environmental issues in a different, interactive way.



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

## CASE 4

### CLEAN UP THE MED

#### AIM

Clean up the Med is an event that took place in 2020. The aim of the event was to clean up a particular beach and then take the opportunity to do an outdoor activity, in this case yoga.

#### GEOGRAPHICAL AREA

Lady's Mile Beach, Limassol, Cyprus.

#### TARGET GROUP

Citizens

#### SPORT or PHYSICAL ACTIVITY INVOLVED

Physical Activity

#### STAKEHOLDERS & PARTNERS

The partners of the specific event were different NGOs, such as:

- Centre for Social Innovation (CSI),
- Ecological Cyprus Movement,
- Cyprus Girls Can,
- Youth Cyprus Greens,
- Youth Board of Cyprus.

#### WEBSITE REFERENCES

<https://www.facebook.com/events/2603373516640068>

#### SHORT DESCRIPTION

The event is one of many that take place on the island to keep the beaches clean.

The event was organised after the summer, which was a good opportunity to clean up after a busy summer period.

The importance of this event is the combination of cleaning up an area and then organising an attractive and rewarding activity for people, such as meditation and exercise.

The event started at 16:00 until 18:00 at Lady's Mile beach in Limassol. Then, between 18:00-19:00 participants could take part in the "BeActive Against Plastic Beach Yoga Sunset Session" (organised by Cyprus Girls Can & Red Elephant Yoga). After the end of the yoga session, a drinks event was held in appreciation of the volunteers.

#### CHALLENGES

The challenges of the event were time, money, and volunteers. The latter is one of the reasons why some of these events are difficult to implement. It is also important to have the support of local authorities to help and spread these initiatives more widely.

#### IMPACT

The impact was not one-dimensional. Firstly, the impact on the environment was significant, the beach was cleaned up and public awareness of pollution was raised. Beyond that, participants had a positive impact from the sporting and environmental aspect of the event.

#### SUSTAINABILITY

#### REPLICABILITY



**Funded by**  
**the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

The elements that need to be present for an event to be institutionally, socially, economically, and environmentally sustainable are the combination of sport, environment and networking to create an event that takes people's time and gives them something extra in return. In this case, the yoga session was a great way to get people involved and to try something new without spending money.

One of the important things was also the appreciation drinks, which help to reinforce the importance of volunteering and networking for people. As a result, volunteers get to know each other and make it easier for them to volunteer in the future.

This initiative has been adopted in many countries but has developed differently depending on the local context.

Particularly during the summer months, it is very useful to implement these activities as often as possible and use new interactive ways to keep people participating and/or volunteering.

#### **LESSONS LEARNT**

Some key messages that emerge from these good practices are: volunteering for the environment, cleaning up your local community, using sport.

The Clean up the Med event allows people to link environmental awareness with sporting activities. Another essential aspect of the event is its practical dimension, it gives back directly to the community and does not stay in theory.

## SPORT & ENVIRONMENT INITIATIVES IN SLOVENIA



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

## CASE 1

### DIVING ECOLOGICAL CLEANING CAMPAIGN DRAVA

<b>AIM</b> The aim is to clean the Drava river.	<b>TARGET GROUP</b> Divers and general public
<b>GEOGRAPHICAL AREA</b> Slovenia, Stajerska region, the Drava river valley, cities Maribor, Ptuj, Varaždin (Croatia)	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Diving, Walking

#### STAKEHOLDERS & PARTNERS

On the eve of World Water Day, the cleaning campaign has traditionally been organised by members of the Maribor Diving Club, in cooperation with the Slovenian Diving Association (SPZ), the Maribor rafters and the Municipality of Maribor. Divers from Ptuj and Varaždin also took part, as well as volunteers from several different Slovenian societies. For the sixth year in a row, Spar Slovenija also supported the campaign as an ecological sponsor of the SPZ.

#### WEBSITE REFERENCES

[RTVSLO MMC](#)

[TV N1](#)

[Slovenian Diving Association](#)

[Diving Club Maribor](#)

[UPORABNASTRAN](#)

#### SHORT DESCRIPTION

Fresh (drinking) water is one of the basic human needs. access to water is taken for granted and therefore our attitude towards water is often not right. It is true that the awareness of caring for a clean environment and clean rivers and seas is improving, but even today we dump various garbage and waste into rivers and pollute them with chemicals, industrial and household discharges. Many non-governmental organisations regularly organise awareness and action activities in the form of clean-up campaigns. Among these, there are the Diving Association of Slovenia and individual diving clubs. For 30 years now, the Maribor Diving Club has been organising an ecological cleaning campaign to clean the Drava River every year. In 2022, it took place in the month of March.

Along with the cleaning campaign, an event was also held with an emphasis on the Drava River and life with it. The goal of the project was to raise awareness and inform people about facts related to the river. At the same time, there are opportunities for recreation on the river and overcoming the fear of water.

The action mainly has a great effect on people's awareness of nature conservation. Of course, they also cleaned the river bed of some waste, such as bicycles, road signs and shopping carts, as well as other objects, which mostly end up in the river as a result of vandalism, according to the organisers.

#### CHALLENGES

#### IMPACT



Funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]



Diving is a demanding and dangerous sport in itself. Therefore, ensuring safety was the basic task of the organiser, which was addressed by thorough preparation, compliance with diving safety protocols and the involvement of experienced divers.

It was necessary to attract various stakeholders to the project, who thus contributed to greater recognition of the event from the local community, media, sponsors, volunteers and others.

A good organisational structure, precise planning of the implementation of activities, division of tasks are the basis of successful project implementation.

#### **SUSTAINABILITY**

There is no doubt that the activity is permanent, as it has been going on for 30 years. People's awareness of the environment is improving, so it is to be expected that such activities are well received and supported by various stakeholders and the wider population. The meaning of such activities lies precisely in their long-term orientation and regular implementation. The results of activities to protect and preserve the environment can be measured and seen only after a longer period of implementation, which this project also proves.

During the 30 years that the campaign to clean the Drava river has been going on, the organizers have noticed that the amount of waste has decreased, and there is also less waste that is more harmful to the environment (refrigerators, cars, washing machines, etc.), which indicates a greater awareness among people.

At the same time as the cleaning campaign, other activities took place, which attracted a wider population to participate in or even just visit the site of the event, thereby increasing the reach and effect of the campaign.

#### **REPLICABILITY**

For this specific form of environmental protection activity, which includes the sport of diving, special conditions are required, namely:

- a diving association that includes a sufficiently large number of experienced divers with appropriate qualifications
- all the necessary diving equipment that ensures the highest standard of safety
- other technical equipment and support

The implementation of a specific case requires thorough preparation and detailed planning of the execution of the dive itself and the search for waste in the riverbed. The support and presence of an ambulance service is also essential.

On the part of the local services, it is necessary to contact the municipal company, which takes care of the collection and removal of waste. In principle, this should not be a problem, as it is in the interest of the local community and also has a duty to take care of waste removal.

Mostly, such activities take place as part of broader, national or even international campaigns, such as the presented one that takes place on World Water Day. This also ensures wider support and the effect of the campaign itself.

Given that diving is a fairly widespread sports activity, there are definitely great potential opportunities for the implementation of such and similar activities in another environment.



By merging with larger diving clubs or between several diving clubs, the possibility of including and carrying out activities is also possible in smaller environments or smaller sport clubs.

### LESSONS LEARNT

Due to the specificity of the environment in which this sport takes place (water) and the fact that a huge amount of waste is dumped into rivers and seas, the participation of diving sports in taking care of the environment is essential. The effect of such activities on the wider population is also remarkable, as people realise that this requires special skills that in some way inspire respect among ordinary people (overcoming the fear of water, diving into the "unknown"), so the effect is so much bigger. Coited from RTVSLO MMC:

As Jure Šega, the president of the Maribor Diving Association, said *"in Maribor, bicycles, traffic signs, shopping carts and the like were found "standardly". When asked if the campaign was successful, he replied that it would have been successful if nothing had been found. "But every year one "caisson" of waste is found, and it is the same this year, but there are no more things that we used to find, such as refrigerators, washing machines, cars. We mainly find objects - we estimate - as a result of vandalism."* he explained.

The annual river cleaning campaign carried out by diving clubs has a great effect on people's awareness, which is reflected in a better attitude towards nature, cleaner rivers and shores. People are increasingly aware of environmental changes and the need to maintain a clean environment, especially drinking water.

## CASE 2

### SUMMER BY THE SOČA RIVER

<b>AIM</b> The aim is to effectively promote environmental awareness among children	<b>TARGET GROUP</b> Children
<b>GEOGRAPHICAL AREA</b> Slovenia, Goriška region, the Soča river, cities Nova Gorica, Solkan	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> various sports, camping

#### STAKEHOLDERS & PARTNERS

Organiser of the event is local sport club Sonček, with support of local community

#### WEBSITE REFERENCES

[Web page](#)

#### SHORT DESCRIPTION

Poletje ob Soči – Summer by the Soča river is a summer holiday camp for children, which has been running for 28 years. The program takes place during the summer holidays from June 26 to August 25, 5 days for each group. Children can enjoy a variety of activities, including sports, creative workshops, social games, swimming, and water activities, as well as an exciting program called "Eco-hour". During the Eco-hour, children engage in informal education on nature and environmental conservation. This special activity is offered in collaboration with the University of Nova Gorica and its Faculty of Environmental Sciences. Activities are mostly carried out outdoors, in nature.

#### CHALLENGES

Through persistent work, the association managed to establish cooperation with various stakeholders, the local community. Over the years, the work of the association has become widely recognized and permanent.

#### IMPACT

During the 28 years program has become widely known in the local and surrounding area. Club has received the highest sport award in Slovenia "Bloudek award". Each year during the summer vacations there are weekly shifts (6) for children to join the activities.

The program is aimed at living in nature and getting to know nature and the right attitude towards nature.

#### SUSTAINABILITY

There is no doubt that the activity is sustainable, as it has been going on for 28 years. People's awareness of the

#### REPLICABILITY

The program can easily be replicated though there needs to be some enthusiastic sport



**Funded by**  
**the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

environment is improving, as they learn about it from an early age.

The meaning of such activities lies precisely in their long-term orientation and regular implementation and it proved that the community is supportive for that kind of projects.

experts that are willing to sustain on a longer time and that are capable of providing activities that are interesting for children and youth.

#### **LESSONS LEARNT**

Sport activities for children can include and are in fact the best tool for different awareness raising activities such as environmental.

With appropriate content, we can attract many children and inculcate good life habits and a positive attitude towards nature and nature conservation through a fun way, through sports.



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

## CASE 3

### #PODAMDAIGRAM, #PASSINGTOPLAY – GORAN DRAGIĆ CHARITY CAMPAIGN

<b>AIM</b> The aim is to promote an interest in sports activities and healthy lifestyle habits	<b>TARGET GROUP</b> Children, general public
<b>GEOGRAPHICAL AREA</b> Slovenia, Central region, city Ljubljana	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Basketball

#### STAKEHOLDERS & PARTNERS

Goran Dragić and partners, local community, Generali insurance co.

#### WEBSITE REFERENCES

Project WebPage: <https://www.goran-dragic.com/prenova-igrisc/>

Web page: <https://www.kosarka.si/foto-gogi-z-milkotom-in-mladimi-upi-krstil-novo-igrisce/>

Delo: <https://www.delo.si/novice/slovenija/v-tivoliju-bo-zazivelo-pametno-gogijevo-igrisce/>

Application: <https://apps.apple.com/in/app/podamdaigram/id1577934301?platform=iphone>

#### SHORT DESCRIPTION

Together with his partners, Dragić launched a charity project to renovate basketball courts in Slovenia under the slogan #PODAMDAIGRAM.

The interesting thing about the project is that it took place on an outdoor basketball court with a base made of recycled sports shoes, which was restored as part of a charity campaign.

The main goal of the campaign with the slogan #PODAMDAIGRAM is to bring different age groups to the playgrounds and give them more physical activity and group activities. This is not about the renovation of just one playground, but a living project through which Gogi connects with young people throughout the year and nurtures the culture of sports and movement. Workshops and training sessions are organised as part of the campaign, and there is also the adrenaline of the basketball tournaments that return the youth to the outdoor courts, as they once had.

The renovated playgrounds are the first smart playgrounds in Slovenia, as they combine movement with educational content. In addition to top-quality materials and equipment that will satisfy even the most demanding players, they also include games for children, baskets with adjustable height, smart floor markings for various exercises for coordination, speed and push, as well as fun games. The biggest feature of the courts is the information boards with basic and advanced basketball exercises designed by Gogi, which are interactively enriched via an online sports-educational platform, to which QR codes lead. The goal of the online sports-educational platform is to combine sports, education and entertainment through various sports and educational content using modern online and mobile tools. The main actor is Gogi, who has established himself as a role model, especially among young people.

#### CHALLENGES

#### IMPACT



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

The action is encouraged by the actor himself, i.e. Goran Dragič, in cooperation with the umbrella sports organisation.

The project is set for the long term. The extraordinary visibility of the project holder - Goran Dragic, an NBA basketball player, gives it even more weight and resonance. The project was implemented in several major cities in Slovenia.

#### **SUSTAINABILITY**

The project lasts several years, but because it involves the construction and arrangement of playgrounds, they remain in use even after the project itself is completed.

#### **REPLICABILITY**

The project can be copied, especially if there is a well-known athlete from your environment who can be persuaded to participate. Of course, it is necessary to involve several stakeholders, especially the local community and the media.

#### **LESSONS LEARNT**

Cooperation between the sport community and well known sport players can have great effect on youth and can be used as promotion of values, healthy life habits and enthronement preservation. Successful athletes are mostly happy to participate in promotional activities, where they can contribute to the development of their sport, especially if the activities are aimed at educating young people. With a good idea, we can attract them to participate and thereby increase the effect of such a project enormously.



## CASE 4

### AQUATIC ACTIVITIES AND ENVIRONMENTAL PROTECTION

<b>AIM</b> The aim is to raise awareness and thus contribute to the protection of the environment	<b>TARGET GROUP</b> General public, users of swimming pools, lakes, rivers, sea.
<b>GEOGRAPHICAL AREA</b> Velenje Slovenia, Zagreb, Croatia	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Swimming

#### STAKEHOLDERS & PARTNERS

The target groups are swimmers and those who teach and learn to swim, members of various guided training programs (water polo, water basketball, triathlon, recreational swimmers, masters) and their families. The easiest way to convince is to engage younger and children and some older people.

Stakeholders are first of all, swimming clubs, triathlon clubs, Slovenian Swimming Associations FINA (Federation International of Natation Association), pool managers, presidents of clubs, and beneficiaries of other water activities. In some places, fitness centres also operate within the pool (Velenje), so the environmental impact on these users is important.

Cooperation is also with Speedo Slovenija, which offers the person for each piece of recycled plastic a recycled Speedo swimming cap. Speedo (an Australian company that produces all kinds of swimming gadgets and swimwear) also participates in this awareness campaign.

The benefits are with all users who bring the used plastic (they protect the environment, clean up their homes, and gain space) and those who may be able to get a useful thing for themselves by sharing it for free and getting them for free.

#### WEBSITE REFERENCES

<https://www.facebook.com/plivacki.klub.natator/posts/pfbid021EP36CuaLad5tb9Dh5cF6HuyqjM2bxBhHFVNwDQeCDJyHnDxSaKNJbwpaLcDEFz4l>  
<https://news.iu.edu/live/news/23894-zero-waste-olympic-event-earns-iu-natatorium-an>  
<https://www.facebook.com/plivacki.klub.natator/posts/pfbid021EP36CuaLad5tb9Dh5cF6HuyqjM2bxBhHFVNwDQeCDJyHnDxSaKNJbwpaLcDEFz4l>

#### SHORT DESCRIPTION

The practice of promoting environmental awareness in the context of swimming is evident in several countries, including Slovenia, Croatia, Austria, Australia, and the Netherlands. In Slovenia, Croatia, and Austria, an annual para-swimming competition serves as a platform for collecting plastic waste through specific activities such as exchange or collection. In Austria, efforts are being made to educate swimmers on water conservation, while in the Netherlands, shampoo refill stations have been installed in showers. In Slovenia, seminars for coaches are held four times a year to raise awareness about environmental protection. Furthermore, in swimming clubs in Slovenia, the "take and donate" initiative has been introduced in collaboration with Speedo, where participants receive a recycled Speedo swim cap for each piece of recycled material.



Organisers of the para-swimming competition invite all participants to collect small swimming equipment such as fins, snorkels, goggles, swimsuits, floats, worms, paddles, and swimming suits before the competition. On the day of the competition, participants are encouraged to place these items in a designated collection box. Equipment or swimsuits that are still usable can be placed on a table, where the principle of "take and donate" applies.

In the first year of the initiative, a significant amount of plastic objects were collected, and participants could obtain useful second-hand equipment. The organiser must transport the collected plastic waste to a designated collection site.

#### CHALLENGES

In the practice so far in competitions, dealers present their gadgets, new, and beautiful. Children and young people need to be made aware of the environmental burdens of ever-NGO products. Prejudice is still pre-used to use used things. Even then there's the stabbing and even the stigma.

What were the solutions?

Another person who knows what someone might need can help with the exchange of bets and takes it away to someone who doesn't have one to prevent others from stabbing. At a later date, almost no one knows where and when it was obtained.

#### SUSTAINABILITY

This action was already repeated three times in Zagreb, Croatia.

#### IMPACT

The impact is very positive.

If someone offers in Take and donate action quality competitive swimwear, the price of which also reaches more than 200 euros or a diving suit, we can certainly also talk about improved social status.

#### REPLICABILITY

The possibilities for disseminating this practice are significant. There are a large number of swimming clubs and schools in Slovenia and all over the world.

#### LESSONS LEARNT

The utility is great because it is a simple download. Participants' testimonies showing the benefits of good practice:

Participating in the swimming competition in Zagreb: "I, that's great. I'll bring more next time."

"By accumulating unsorted waste, we irreversibly and directly damage human health and the cleanliness of the environment, so it is important to replace old habits with new ones and show by example that we care. We encourage recycling to save our water and planet! Instead of throwing away an old swimsuit, a swimming cap or goggles, bring them to the competition and you will get a new Speedo swimming cap made of recycled material!"



## SPORT & ENVIRONMENT INITIATIVES AT EU LEVEL



## CASE 1

### ENVIRONMENTAL MANAGEMENT IN FOOTBALL EVENTS

<b>AIM</b> To increase the environmental awareness and to improve the current practices in environmental management during football games.	<b>TARGET GROUP</b> Organisational structures within the National Football Associations (NFAs)
<b>GEOGRAPHICAL AREA</b> Europe. Pilot tests took place in: <ul style="list-style-type: none"> <li>• Aviva (Ireland)</li> <li>• Stadio Luigi Ferraris, Stadio Olimpico, S.P.A.L., and Renzo Barbera (Italy)</li> <li>• Stadionul Anghel Iordănescu and National Arena (Romania)</li> <li>• King Baudouin (Belgium)</li> <li>• Friends Arena and Tele2 Arena (Sweden)</li> <li>• Benito Villamarín (Spain)</li> <li>• Dragao stadium (Portugal)</li> </ul>	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Football

#### STAKEHOLDERS & PARTNERS

Organisational structures within the National Football Associations (NFAs).

Members of the consortium:

- Sant'Anna School of Advanced Studies - Lead Applicant (Italy)
- ACR+ (Belgium)
- AMIU Genova S.p.A. (Italy)
- EURACTIV.COM LTD (UK)
- Italian National Football Association (Italy)
- Romanian National Football Association (Romania)
- Lipo (Portugal)
- Swedish National Football Association (Sweden)

The Guidelines serve as a compendium of good practices and an overview of what solutions exist already out there, their complexity when it comes to implementation and potential benefits.

#### WEBSITE REFERENCES

[https://lifetackle.eu/assets/files/B\\_5\\_3\\_Report\\_about\\_the\\_lessons learnt\\_replicability\\_from\\_the\\_pilot\\_tests\\_Ver\\_1.pdf](https://lifetackle.eu/assets/files/B_5_3_Report_about_the_lessons learnt_replicability_from_the_pilot_tests_Ver_1.pdf)

<https://lifetackle.eu/actions/action/fans-and-supporters-information-and-awareness-raising>

<https://lifetackle.eu/actions>

#### SHORT DESCRIPTION



**Funded by**  
**the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

Environmental issues such as waste management, mobility, energy consumption, water consumption, green procurement, lightening, fans environmental awareness and environmental management system of football associations and clubs are today offering strong improvement margins and opportunities.

These Guidelines, gathered in 2019, contain nearly 100 existing good practices in organizing sport events, including football matches. They cover a whole range of various aspects of environmental management – from mobility to energy, water, waste management and other operational aspects to governance. Pilot tests took place in 2020.

#### CHALLENGES

Roi Baudouin/Koning Boudewijn Stadium, Brussels: short time for the waste collection and sorting of PMC. A solution could be adapting the shutting down of the stadium to the needs of the operators.

Dragão Stadium, Porto: one of the inhibiting factors was proven to be the economics of this pilot test (as it required investment), but since it was identified as one of the priorities of the club's sustainability agenda, the decision was positive.

#### IMPACT

Roi Baudouin/Koning Boudewijn Stadium, Brussels: the new collection scheme managed to redirect 120 kg of packaging and packaging material (PMC) from the residual waste.

Aviva Stadium, Dublin: the reusable cup scheme achieved a saving of above 2 tons of CO2eq (52360 reusable cups were returned to the washing facility).

Dragão Stadium, Porto: this pilot test facilitated the selective collection in the administrative area.

Luigi Ferraris, Genoa: the recycling percentage more than quadrupled rising from 7.7% in 2018 (before the pilot test), to 32.9% in 2019, after the pilot test; the stadium catering met with the charity six times and donated over 170.5 kg of food.

#### SUSTAINABILITY

The stakeholders could include local and regional authorities, service/good providers, fan associations, sponsors and many more to ensure the sustainability of the actions.

#### REPLICABILITY

Practices were gathered and arranger according to their potential replicability:

Separate waste collection and recycling and composting program (medium-high replicability): the waste generated in the stadium can easily be aggregated to that generated in households and commerce. The introduction of a system of separate waste collection has to be set up both in the common areas open to the public and in the technical areas reserved to staff and service providers in order to cover the overall stadium's perimeter. In order to set up an efficient waste management collection system during football events, it is necessary to engage different actors like event organiser, venues and stadium authorities, sites owners

Reusable cups for drinks (medium-high replicability): distribution of reusable cups with a return fee. The key factor that was proven to



have driven this pilot forward was the fact that a company which has experience in this particular practice was brought in.

#### LESSONS LEARNT

Taking into account all matches organised by Europe's National Football Associations, the overall waste generation is an estimated 750 000 tons per year. The project improved the overall level of awareness toward environmental issues in the football sector.

Football entities that are not aware of their environmental performance, don't have any environmental reporting in place or have a non-existing or very poor data collection system like it was the case in several stadiums should definitely look into environmental audits and baseline measurements.

In order to have a football entity working independently on environmental performance improvements, its management and governing board should look into enhancing its staff's skills and knowledge of environmental processes and management in general.

Successful replications can only be achieved if all relevant stakeholders are brought together.



## CASE 2

### VOLUNTEERING FOR GREENER SPORTS EVENTS

<b>AIM</b> Intended to provide the basic knowledge to other sports organisations on environment and sports and examples of green activities to perform with their volunteers.	<b>TARGET GROUP</b> Sport organisations and their stakeholders
<b>GEOGRAPHICAL AREA</b> Estonian National Stadium Vilnius Stadium, Lithuania Ghent and Leuven, Belgium Malta	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Various sports

#### STAKEHOLDERS & PARTNERS

Targeted to sport and environmental organizations

- Asociación Ecoserveis (Spain) - coordinator
- Estonian Football Association
- European Non-governmental Sports Organisation (Sweden)
- Malta Football Association
- Masinio Football Association (Lithuania)
- Voetbal Vlaanderen (Belgium)

Engaging young people who are not practising sports into doing sports through the environmental incentive is indeed a very innovative approach to involve more people into playing sports.

#### WEBSITE REFERENCES

- <https://www.ecoserveis.net/wp-content/uploads/2021/03/PLAYGREEN-Pedagogical-Materials-EN-1.pdf>
- [https://www.ecoserveis.net/wp-content/uploads/2021/03/Guideline\\_environmental\\_sport\\_EN.pdf](https://www.ecoserveis.net/wp-content/uploads/2021/03/Guideline_environmental_sport_EN.pdf)
- <https://www.ecoserveis.net/wp-content/uploads/2021/03/PLAYGREEN-Study-Sustainability-and-Sport.pdf>

#### SHORT DESCRIPTION

Generally, research has shown that females are more likely to get involved in causes that tackle climate change. On the other hand, males are more likely to take part in sports or to get involved in sport related causes. The idea is that environmental volunteers will engage in playing sports if they are driven to green sports events.

Mentoring was offered to environmental volunteers online through a series of knowledge (webinars) and practice (videos, resources and workshops), so that they could prepare the green events which were organised in each participating country between June and November 2020.



**Funded by**  
**the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

The first study on sustainability in sports was conducted. Through interviews and surveys, the partnership determined how environmentalism can be used as a tool to engage young people in sports events and how greening grassroots sports events can help to tackle climate change.

#### CHALLENGES

Due to the COVID-19 pandemic, the timing and conditions of the events became more difficult and there was a change in the entire football season calendar. The lesson is to meet with volunteers to adapt to their school and work schedules. Regarding motivation, the enthusiasm of volunteers is linked to activities and events. Providing rewards for their work keeps volunteers motivated.

#### IMPACT

Regarding the sport practice, 51.5% of the respondents reported that PlayGreen influenced them into playing sports. Those results suggest that PlayGreen managed to reach its goal of engaging sports participation through environmental volunteering. Also, 24% of volunteers answered that they did not think or were not aware of sports impact on climate change. The other respondents were aware of the influence, blaming especially the travelling waste generated (especially plastic) and the materials, water and energy used for sporting events.

#### SUSTAINABILITY

The actions can be financed with external sponsors who are willing and committed to environmental sustainability and tackling climate change and see sport's appeal as a means to reach a wider and more diverse audience for their corporate social responsibility efforts.

In terms of human resources, the project needs both mentors and volunteers.

#### REPLICABILITY

The PlayGreen implementation can be adapted in each country:

- The Flemish FA implementation adaptation is based on adapting a specific type of tournament that is already popular called VOETRIBAL.
- Since in Estonia football is one of the most practised sports, directing the Green Team of volunteers to engage into the Football community was a good motivator.
- The Lithuanian FA used the Green Tool to give specific tasks of analysis and planning to the Green Team and took advantage of the lock-down meet online to plan the green activities in more detail.

#### LESSONS LEARNT

By setting a specific structure and resources, any sport organisation can train a green team of volunteers and engage them in doing sports.

"In our Malta FA pilot project, we noticed that participants were more likely to engage in physical onsite events which involved a number of activities and social networking rather than facing a computer on an online event on their own" - Peter Busuttil.

It is very important to keep in touch with the volunteers, communicate with them via Skype or Teams applications. Nevertheless, personal (not online) communication is also very important.

Volunteers need a concrete goal, perspective and timeframe to keep them engaged.

Make volunteers feel part of the team, recognize their efforts in official communications, e.g., photos portraying them as part of the team, shared in the organisation's social media platforms.

Involve young people as leaders and mentors, apart from being good role models, people are more likely to trust someone that shares some similarities with or 'looks like them'.



**Funded by**  
**the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

## CASE 3

### EUROPEAN ENVIRONMENTAL EDUCATION TOOLS BASED ON OUTDOOR AQUATIC PRACTICES

<b>AIM</b> To increase the numbers of qualified professionals in the water sport sector aware about water local issues and their connections with outdoor water sports.	<b>TARGET GROUP</b> Rafting and canoe-Kayak guides.
<b>GEOGRAPHICAL AREA</b> Trento (Italy), Slunj (Croatia), and Straža (Slovenia).	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Rafting and canoe-Kayak

#### STAKEHOLDERS & PARTNERS

The partners are:

- Comunità della Val di Sole (Italy)
- Kajak Kanu klub "Rastocki mlinari" (Croatia)
- Rafting Club "Gimpex Straža" (Slovenia)
- Federazione Italiana Rating (Italy)

#### WEBSITE REFERENCES

<https://bewatertoolkit.tumblr.com/>

#### SHORT DESCRIPTION

Be Water, is a European (co-financed by the Erasmus + programme) project that aims to enhance and "use" aquatic outdoor sports as a means of environmental education and awareness.

The project aims at:

- Educating local stakeholders and tourists on how to practise outdoor sports in a sustainable way and at the same time sensibilize on environmental issues through outdoor sports.
- Promoting sustainable water sport activities and open-air activities among citizens, based on EU Guidelines on Physical Activity and IOC Guide to Sport, Environment and Sustainable development among citizens and tourists inside and outside the project network.

#### CHALLENGES

n/a

#### IMPACT

Three different types of "educational packages" were created and tested. One aimed at tourists and sportsmen looking for "adrenaline" (in Italy), one aimed at local residents and adolescents (in Croatia), one aimed at schools (in Slovenia). These activities have made it possible to involve residents, tourists and schools in outdoor sports activities with the aim of environmental education.

#### SUSTAINABILITY

#### REPLICABILITY



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

The interviews made it possible to highlight an excellent "environmental" result both in relation to the trained guides and to the participants interviewed. The feedback gives weight to the potential of the project in terms of environmental dissemination, the possibility of expanding the activities and the transferability of the results (other territories, other rivers, other guides, other centers, ...).

The possibility of using outdoor activities on the river (educational activities, rafting, canoeing or kayaking, water games, ...) as a means to address environmental issues and raise awareness among practitioners on the local and international challenges of rivers has proved to be very appreciated and useful.

### LESSONS LEARNED

The toolkit is a kit with videos, infographics and texts made to bring rafting, canoeing and kayaking guides (as well as water sports enthusiasts) closer to river ecology and be more aware of local and international issues on the "use of water".

The six in-depth modules deal - in an organic way - with issues such as water as a common good, climate change, co-use of rivers and potential conflicts, biodiversity issues, habitats in and around the rivers and "storytelling for river guides"

The social impact assessment process of the project was done following two types of analysis: a qualitative analysis and a quantitative analysis.

The qualitative analysis was developed through interviews involving a total of 30 guides, stakeholders, and project partners.

The Italian Rafting Federation thinks that the implementation of its training programme with the educational material released during the project has been positive. "The Environmental issue has become a very important term as it not only implies having knowledge about the environment, but also moral values and necessary education to solve

environment related problems in our dynamic world" - Matteo Benciolini, President of Italian Rafting Federation.

## CASE 4

### INSPIRING YOUNG PEOPLE TO MAKE A SUSTAINABLE CHANGE USING SPORTS AS A TOOL

<b>AIM</b> Share the best practices in fields of sport-based non-formal and formal education and sustainable development, provide learning and mobility opportunities, build the capacity of stakeholders and raise awareness of the educational power of sport.	<b>TARGET GROUP</b> Organisations who wish to use sport as a tool to teach youth, and adults, about the importance of environmental protection and climate action.
<b>GEOGRAPHICAL AREA</b> The project has an international and a local dimension. It includes a Training course in Tokyo, Japan; local visibility and dissemination activities (i.e. domestic activities Sport for Sustainable Development project's partners have initiated in their home countries: Japan, Senegal, France and Hungary); youth exchange in Dakar, Senegal; and a Closing seminar in Paris, France.	<b>SPORT or PHYSICAL ACTIVITY INVOLVED</b> Various sports

#### STAKEHOLDERS & PARTNERS

The partners are:

- ENGO Youth (project leader, Europe-wide youth NGO)
- Educational Foundation of Kokushikan (Japan)
- University of Physical Education (Hungary)
- Senegalese Olympic and Sports Committee (Senegal)
- Sport and Citizenship (France)

#### WEBSITE REFERENCES

<http://sport4sd.com/>

<http://sport4sd.com/wp-content/uploads/2020/11/Sport4SD-toolkit-draft-version-v3.pdf>

#### SHORT DESCRIPTION

The Sport for Sustainable Development project partners have taken action to show how sport can contribute to all 17 Sustainable Development Goals and how young sports people can make a change for a better and more sustainable future environment and Sustainable development among citizens and tourists inside and outside the project network.

The Sport for Sustainable Development project builds on the need for developing sport-based, non-formal educational programs in the topic of sustainability and capitalises on the unique opportunities provided by mega and large-scale sport events, such as the Olympic Games. As a universal language, sport not only connects people from different backgrounds, but it is utilised for reaching educational goals, also in relation to sustainable development.

The first preparatory meetings started at the end of 2019. The kick-off occurred in March 2020. It is an ongoing project whose activities had to be reorganised (most of them postponed) due to the



**Funded by**  
**the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

pandemic. Hence, activities such as the Youth exchange in Senegal, and the training course and job shadowing in Japan, took place in May 2022, and September 2022, respectively.

### CHALLENGES

Due to the pandemic activities had to be reorganised, most of them, postponed and/or moved online.

### IMPACT

The initiative involved youth leaders, trainers, NGO staff and disadvantaged young people from three continents. The activities developed the skills and competences of the young participants to use sport as a tool for sustainable development.

So far, the project has involved: 120 youth, sport leaders, policy makers, stakeholders from the fields of education, youth and sport; 30 sports educators, youth leaders, youth workers, NGO staff trained as Sport Sustainability Ambassadors; and over 500 young people.

### SUSTAINABILITY

The transcontinental cross-sector cooperation allowed involved organisations to exchange experiences, knowledge and methodology in the field of sport-based education, thus also strengthening their capacities for increased levels of action.

### REPLICABILITY

The rationale behind the project could be adapted to different events. The promotion of the Sustainable Development Goals can work as a tool to empower young people through the practice of sports.

### LESSONS LEARNED

Taking advantage of such large-scale global events as the Olympic Games, gave the partnership an ideal forum to engage fellow young people using sport as a medium to introduce education to their lives.

Environment related problems in our dynamic world" - Matteo Benciolini, President of Italian Rafting Federation.

The complementarity between the staff's professional experience and academic background allowed for the effective and efficient development and management of the project within its several phases, ranging from project management, to communications, youth work, and policy advocacy.

Sport-based non-formal education and youth-led sustainable development were crucial for this specific project as they allowed young participants to be not only the recipients of this project but actually the main contributors and creators, thus assuring they effectively use the tools made available to them during the activities in order to apply them within their local realities, making sure that the project doesn't stop in the final conference, but actually is given continuity by the young participants in their communities.

This co-creation aspect allied with the multiplying effect each one of the participants has in their communities are crucial to ensure their empowerment as agents of change as well as the continuity of the project's values and objectives after its formal closing.

The diversity of the project partners, either cultural (from several continents) and in terms of area of focus (youth organisations, sport

organisations, and research and higher-educational institutions) was also crucial to ensure we had all the necessary expertise when addressing a variety of cross-sectoral topics related with the SDG's, but also that we addressed them through a variety of cultural lenses, hence ensuring its inclusivity.



**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]

## Conclusion

Protecting the environment is our common task. Taking action and changing lifestyle habits that will put less strain on the environment is essential. Sport is only one of the tools, but it can be extremely effective, with which we can effectively influence people's awareness in relation to the environment and healthy living habits, and at the same time we also carry out activities with which we directly influence the protection of the environment.

The present publication is part of the material intended for the training of sports workers and coaches. Presenting examples from practice can provide a good basis for the introduction of new content and programs that listeners will be able to introduce in their sport clubs and thus offer new content that will also include care for the environment.





**Funded by  
the European Union**

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. [Project Number: 101050262]