

SPORTEYE NEWSLETTER

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SPORT EYE



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SPORTEYE welcomes new partner in the consortium, Fundación Real Betis Balompié

We are delighted to announce that Fundación Real Betis Balompié has joined the SPORTEYE consortium as our newest partner. This exciting development marks a significant milestone in our ongoing mission to leverage the power of sports for social good, innovation, and sustainability.

The SPORTEYE consortium is dedicated to its mission to foster innovation and community engagement within the field of sport and environmental sustainability. Our mission is to activate and mobilise the local communities within the sports sector, in order to improve their knowledge and adoption of the UN SDGs, improve their good governance and impact the capacity of team sport clubs, through the incorporation of a comprehensive multilevel curriculum. The addition of Fundación Real Betis Balompié enhances our ability to achieve these goals. With a rich history and a strong commitment to social responsibility, Fundación Real Betis Balompié aligns perfectly with our vision of using sports as a tool for positive societal impact, especially through the [Forever Green Platform](#), an initiative focused on sustainability and environmental awareness.



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FOREVER GREEN

3rd Partners' Meeting hosted by PLAY INTERNATIONAL in Paris, France (14 – 15 March 2024)

The “Empowering Your Sport Club, Children and Youth for the Environment in the Mediterranean Region” (SportEYE) Project organised its third partners’ meeting in Paris, France, with great success. The meeting was held on 14th and 15th March 2024 and was hosted by PLAY International.

The consortium (IOTC, FUTBOL MAS, PLAY International, ICSS Europe, UCSC, EFDN and Fundación Real Betis Balompié) met to discuss the progress made so far and the next steps to be taken in order to ensure the project’s implementation and sustainability.

The meeting started with the partners welcoming Fundación Real Betis Balompié as the new partner in the consortium and an overview of the previous activities, such as the collection of good practices on the knowledge, assumption and adoption of the UN SDGs by sport organisations. The first day of the meeting focused on the design and implementation of the educational package which is currently under development and will be completed in the coming months. Moreover, the consortium held an in-depth discussion regarding the communication strategy of the project, in order to ensure the proper dissemination and exploitation of the project’s results.

The project aims to activate and mobilise the local communities in order to improve the good governance and impact the capacity of team sports clubs on SDGs indicators from a holistic perspective, through the incorporation of a comprehensive multilevel curriculum that reaches managing and training staff, and ultimately children and youth. We welcome everyone to follow our pages on social media ([LinkedIn](#) and [Twitter](#)) and stay up to date with the progress of the [SportEYE project](#)!



SPORTEYE consortium engages with PARIS 2024 visiting its FORUM, 14 March 2024

During the partners in person meeting in Paris, last March, the SPORTEYE consortium attended the Paris 2024 Forum, organised in the neighbourhood of Saint-Denis by the Paris 2024 Olympic Committee. The Paris 2024 Forum celebrated the legacy of the 2024 Olympic Games in Paris and the positive changes that sport, and physical activity have brought to the lives of French citizens through the various initiatives linked to the upcoming Olympic Games.

Among the notable discussions, the partners had the opportunity to have an insightful conversation with Ms. Georgina Grenon, the Director of Sustainability for the Paris 2024 Olympic Committee. Ms. Grenon presented the comprehensive sustainability plan for the upcoming Olympic Games, explaining that the organizing committee has been committed to offer a different, more sustainable yet equally spectacular type of Olympic Games, with a vision integrated into all aspects of the organization: do more with less, do better and leave a useful legacy. She gave valuable insights, detailing innovative strategies and initiatives designed to minimize the environmental impact of the event. Her presentation highlighted key areas such as carbon footprint reduction, waste management, and sustainable infrastructure development and circular economy. The valuable information shared by Ms. Grenon has already acted as an inspiration in shaping the educational material that the SPORTEYE project aims is currently developing.



SPORTEYE Releases Report on Good Practices for UN SDGs in Sport Organisations

We are thrilled to announce the publication of our latest report, "[Collection of Good Practices Regarding the Knowledge and Adoption of UN SDGs by Sport Organisations](#)" released in June as part of the SPORTEYE project. This report represents a significant milestone in our ongoing efforts to integrate the United Nations Sustainable Development Goals (UN SDGs) into the daily operations of sports organisations.

Project Objective

One of the primary objectives of the SPORTEYE project is to research and document the state-of-the-art practices and initiatives that promote the knowledge and adoption of the UN SDGs by sports organisations. Our goal is to understand how these organisations can effectively contribute to environmental sustainability and social responsibility through their activities.

Research Methodology

To achieve this objective, our consortium conducted an extensive international research initiative, focusing particularly on sports organisations and institutions across Europe, with an emphasis on the Mediterranean Region. Each partner carried out preliminary desk research to identify relevant sports organisations and institutions in their respective countries. Subsequently, we conducted focus groups and individual interviews, either in person or online, with knowledgeable members of these organisations.

The research employed a combination of qualitative and quantitative methods. Data were gathered through individual interviews and focus groups involving 40 sports organizations from various countries. This included 6 online focus groups, 3 in-person interviews, and 22 online interviews. The addressed topics covered key areas of the UN SDGs, including Education (SDGs 4 and 13), Accessibility and Sustainable Management (SDGs 11 and 12), Water and Earth (SDGs 14 and 15), and Peace and Development (SDGs 16 and 17).

Findings and Good Practices

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

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

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

Several good practices were identified during the research. Environmental education is a key area, with clubs conducting campaigns to raise awareness about environmental issues through workshops, seminars, and eco-events. Effective waste management practices are another highlight, with many sports organizations implementing robust recycling programs and upgrading facilities to be more eco-friendly. Inclusivity initiatives, such as forming Paralympic teams, are well-established, promoting equal sports opportunities for all.

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

Moving Forward

We believe this report will serve as an essential resource for sports organisations looking to enhance their sustainability efforts and align with the UN SDGs. By sharing these good practices, we hope to inspire and guide our partners and the broader sports community towards achieving greater social and environmental impact. This comprehensive collection of good practices, along with the overall research results, has been compiled into a detailed report. We are excited to circulate this report among international and regional organisations within the sports and sustainability fields. Our aim is to highlight the potential of these intervention models and identify key factors contributing to their success.

Conclusion

The SPORTEYE project highlights the critical role that sport organizations play in promoting sustainability. Through their various initiatives, these organizations inspire their local communities and provide practical examples of integrating sustainable practices into daily operations. Despite the challenges encountered, the growing commitment to sustainability within the sports sector offers a promising outlook, demonstrating that collective efforts can significantly contribute to addressing the climate crisis and promoting a sustainable future.

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

Innovative Educational Package for Sustainable Development in Team Sports

Launching the Educational Package for Sustainable Development Goals (SDGs) in Team Sports

We're thrilled to introduce SportEYE's second major deliverable: an innovative educational package designed to support team sport clubs across the Mediterranean in adopting and promoting the Sustainable Development Goals (SDGs). This package targets two main groups: 1) Managers and organizational staff, and 2) Coaches and trainers from grassroots to professional levels.

Overview

The educational package focuses on creating a capacity-building educational package tailored for team sport clubs. Through engaging, interactive online courses, the package provides practical strategies for managers, organizational staff, coaches, and trainers on making a positive social and environmental impact in their local communities.

The educational content is framed around UN SDGs 11, 12, 13, 14, and 15, with additional inspiration from UN SDGs 4, 16, and 17.

Each target group will have its own online course, containing:

- **Common Modules:** Covering SDG basics, the role of sport in social and environmental transformation, and team sport clubs as community change agents.
- **Specific Modules:**
 - For Managers/Staff: Strategies to apply the UN SDGs directly within their club operations.
 - For Coaches/Trainers: Tips to integrate UN SDG awareness into training sessions and engage youth in community transformation.

The implementation of the training programme includes the selection and enrolment of 250 participants (100 managers/staff and 150 coaches/trainers) from various team sports clubs across the Mediterranean.

The courses are offered free of charge and are self-paced. Learners will have access to educational materials, video lectures, and discussion forums. After completing the course, learners will receive a digital certificate. To ensure inclusivity, the courses will be available in English and partners' languages.

Following the 4-month training period, a pilot phase will help participants apply their learning on the field. Managers and staff will receive on-site audits and coaching to develop SDG-specific plans for their clubs. Coaches and trainers will incorporate SDG principles in youth training, influencing players and their families.

After 8 months, a follow-up audit will assess progress, and findings will be summarized in a report, with highlights shared at the SportEYE Final International Conference. The three most successful case studies will receive public recognition at the event.

SportEYE's educational package marks a significant step in fostering sustainable change through sports. We're excited to see the impact as managers, staff, coaches, and trainers lead this transformation in their communities! Stay tuned for further updates on this journey toward sustainability in sports.