

SPORTEYE NEWSLETTER

EDITION N°4 - SEPTEMBER 2025



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“The 5th Partners Meeting organized by Fútbol Más and the Real Betis Balompié Foundation in Seville (March 19 and 20, 2025)”

Our fifth partners’ meeting took place on 10–11 March 2025 at the Estadio Benito Villamarín, home of Real Betis Balompié, hosted by the club’s Foundation.

It was a great opportunity for all partners—IOTC, Fútbol Más, PLAY International, ICSS Europe, UCSC, and Fundación Real Betis Balompié—to come together, share progress, and look ahead to the next steps for ensuring the project’s long-term impact and sustainability.



A key part of the discussion focused on the project’s communication strategy and how to best spread the word about our work and results. But the main highlight was the progress on the educational training programme, which has been in development since early 2024.

This self-paced online course is designed to give managers, staff, trainers, and coaches of team sports clubs practical tools to drive social and environmental change in their communities. By weaving the UN Sustainable Development Goals (SDGs) into everyday club operations and training sessions, participants gain hands-on knowledge to build a more responsible and sustainable sports culture.



SPORTEYE releases its recommendations for the implementation of the SDGs in sports.

In summary of the training and with the objective of expanding outreach and increasing the number of sports clubs implementing sustainable practices, we are pleased to announce the release of our document titled "Policy Recommendations for the Effective Adoption of the SDGs by Sports Organizations to Achieve Positive Social and Environmental Impacts in Local Communities."

Purpose of the document

The program comprises two customized courses—one designed for managers and staff, and the other for coaches and trainers. Both courses address critical topics related to sustainability in sports, with modules specifically tailored to each role. Participants will also examine the application of SDGs 11, 12, 13, 14, and 15 in their daily responsibilities, whether by implementing environmentally friendly practices within their organizations or motivating young athletes to engage in community initiatives.

We are pleased to announce that the course is now accessible on the SPORTEYE website in English, Greek, Italian, Spanish, Portuguese, and French.

Content and emphasis

The document comprises:

- An assessment of the primary challenges that sports organizations encounter in implementing the Sustainable Development Goals (SDGs).
- Best practices and case studies of organizations that have effectively incorporated sustainability into their operations.
- Tools and methodologies for integrating the Sustainable Development Goals into strategic planning, daily management, and internal policies.
- Targeted suggestions to enhance collaboration among various stakeholders in the sports and community sectors.
- Indicators and monitoring mechanisms that facilitate the assessment of the progress and efficacy of the implemented actions.

Toward the future

By providing strategic guidance and success narratives, we aim to motivate the sports community to engage more comprehensively with the SDGs, promoting enduring changes that benefit both individuals and the environment in which they function.

DOWNLOAD HERE:
POLICY RECOMENDATIONS



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