

# - TACKLING THE SUSTAINABLE DEVELOPMENT GOALS





**NATIONAL OLYMPIC COMMITTEE AND  
SPORTS CONFEDERATION OF DENMARK (DIF)**

# **- TACKLING THE SUSTAINABLE DEVELOPMENT GOALS**

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Tackling the sustainable development goals

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# INTRODUCTION

**“Interest in the UN Sustainable Development Goals is significant and growing across the business community, municipalities, diverse NGOs and a host of other sectors ... A number of leading companies have chosen to focus on them, the most prominent being: Novozymes, Carlsberg, Ikea, Grundfos and Danfoss ... This interest in the Sustainable Development Goals is also taking root in more and more equity funds, who are keenly aware of the significant future earning potential that lies in the area of sustainability.”**

*Steen Hildebrandt, MSc Economics and Business Administration, PhD Organisation and Management Theory, Professor Emeritus at Aarhus University and Associate Professor at CBS and Aalborg University.*

When companies question this as a naive approach to profit maximisation, Steen Hildebrandt retorts that, on the contrary, it is foolish not to make sustainability part of your business plan. “It is naive to think that business as usual is an option.” The real question is: What kind of sustainability agenda does that business or organisation want?

**A June 2018 opinion poll by Analyse Danmark for CONCITO points to climate policy as the number one election topic in Denmark - namely for 48% of respondents - followed by health policy (44%), and cultural policy far behind at 4%. But first it is important to correct the misconception that sustainability is merely about climate and the environment.**

Although sustainability is often only associated with the climate and the environment, social and economic issues also play a role. It is not possible to focus on the first two aspects without considering the other two when we talk about true sustainability.

The United Nation’s adoption of the 17 Sustainable Development Goals is a case in point. It demonstrates that **sustainability must be understood in a very broad sense, encompassing every aspect of life.**





### THE SUSTAINABLE DEVELOPMENT GOALS

At the UN General Assembly on 25 September 2015 in New York, the world's heads of government and state adopted an unprecedented, ambitious development agenda. The Sustainable Development Goals, or SDGs, came into force on 1 January 2016 and they map the way towards more sustainable development, both locally and globally.

The SDGs are 17 specific goals and 169 targets that all 193 UN member states have pledged their commitment to. These new SDGs apply to all countries – wealthy and poor alike. Of course, the various countries have different baselines, and this has to be taken into account. However, at the same time, the challenges must be tackled in a united endeavour.

**“These are not the UN’s global goals - they are my global goals; they are your global goals and they are DIF’s global goals!”**

*Danish Minister for Finance, Kristian Jensen, at the DIF18 conference (NOC of Denmark18 conference)*

When you read what various businesses, organisations and governments have said and written about the SDGs, it is striking that, for the first time ever, we have found a common language to express what needs to be done to create a better world.

**“I have never seen a platform push so many parties into dialogue and cooperation like the SDGs have.”**

*Anne Gadegaard, Associate Director, Senior Advisor, Novo Nordisk A/S at a Monday Morning network meeting in May 2018*

The SDGs are closely intertwined, and this common language is a fruitful basis for coordination across the familiar silo structure of companies and organisations. Vejle Municipality, which is working on urban renewal in the Vejle Østbykvartér locality, has likened the benefits of this integral approach to a champagne fountain. By way of example, their Technology and Environment Department has worked in collaboration with the Culture and Recreation Department to ensure that playing fields and beach volleyball

courts feature in plans for urban renewal, which is simultaneously a climate project.

The diverse SDGs and their numerous targets mean, above all, that DIF needs to make an assessment and prioritise targets from a Danish context and from a sports perspective. DIF needs to establish which specific SDGs, including the targets, it wants to focus on by weaving them into its other political goals.

It is important to integrate the goals into DIF's other work to qualify our own activities and at the same time avoid empty talk about something we already do, which would be seen as window dressing. As Kirsten Brosbøl, former Minister for the Environment and chair of the all-party parliamentary group on the sustainable development goals, explains:

**“The SDGs are not a list of goals to be crossed off one by one. They are an agenda for change. And they are currently our most important agenda. This task rests on all of our shoulders, whatever our position in society.”**

This document provides a catalogue of options that DIF can prioritise and then clarify with a view to benchmarking.

### CATALOGUE OF DIF'S OPTIONS FOR SERIOUSLY TACKLING THE SDGS

**We have chosen to look more closely at the following goals:**

- Goal 3: Good health and well-being
- Goal 4: Quality education
- Goal 5: Gender equality
- Goal 6: Clean water and sanitation
- Goal 7: Affordable and clean energy
- Goal 11: Sustainable cities and communities
- Goal 12: Responsible consumption and production
- Goal 13: Climate action
- Goal 14: Life below water
- Goal 15: Life on land
- Goal 16: Peace, justice and strong institutions





# GOAL 3: ENSURING HEALTHY LIVES AND PROMOTING WELL-BEING FOR ALL AT ALL AGES

## IMPROVING PUBLIC HEALTH

It is well documented that physical inactivity is damaging to health. A greater number of physically active people in the population lessens the strain on society arising from illness and poor health. Six thousand additional deaths per year are related to physical inactivity as opposed to physical activity. This corresponds to 14,000 years of life lost for men and 8,300 years of life lost for women, and a reduction in average life expectancy of one year and one month for both men and women. Physical inactivity costs the state up to an additional DKK 5.3 billion for treatment and care and causes additional costs of DKK 12 billion due to lost production and future consumption as a result of premature death among the physically inactive, resulting in a yearly reduction of DKK 11 billion compared with the physically active.

In 2013 DAMVAD analysed the health economic gains derived from DIF's activities. The analysis showed that DIF's activities led to a health economic gain of up to DKK 1.7 billion through prevention of four specific illnesses alone: ischemic heart disease, type 2 diabetes, breast cancer and colon cancer. Added to this is a gain of DKK 1.4 billion and up to DKK 9.1 billion per year from prevention of prostate cancer and through increased productivity in the workplace. This figure takes into account the negative effect of sports injuries. The large span is due solely to the fact that there is a great deal of uncertainty about how much physical activity affects productivity in the workplace. The health economic gains are only calculated for the four illnesses for which there is sufficient medical evidence on the link between prevention and physical activity. However, there is a wide range of illnesses and conditions for which there are strong indications that physical activity has an alleviating and/or preventive effect, such as back pain, osteoporosis, stress, depression and obesity. All gains are calculated as net gains, i.e. the gains can be attributed to sports federations under DIF. Thus, gains achieved through physical activity in other organisational forms, including other sports clubs and private sports providers, were not excluded from the calculation.

## SPORT AND EXERCISE AS THERAPY

Over the last 20 years substantial knowledge has been gained on the use of physical exercise to treat all kinds of illnesses, including those other than musculoskeletal disorders. Today evidence suggests that physical exercise in some instances is just as effective, if not more effective in particular situations, than medical treatment and that it boosts the effects of medical treatment (Danish Health Authority 2011). Medically prescribed exercise has thus been a widespread concept in healthcare for a good many years.

## VOLUNTEERISM AND MENTAL HEALTH

In March 2017 40 percent of the Danish population had taken part in voluntary work within the last 12 months. Taking into account people who had volunteered before, then about 65 percent of the population have worked as volunteers at some point in their lives (source: Report on voluntary work 2016-2018, CFSA 2017) In DIF alone 470,922 people (2017 figure) are involved in voluntary work relating to its activities (source: dif.dk). The work of these volunteers is extremely important, above all for the people who directly benefit from their commitment, and also for the communities in which the volunteers are active. It enables people to come together and do sport in a sports club or to get help from someone who has the capacity and compassion to help.

Over the last few years various studies and research results have shown that volunteer work also has a variety of positive effects, not only for the volunteers and for society, but for the organisations to which they belong. For example, it has positive effects on the volunteers' physical and mental health and for the social economy, development and cohesion. People who engage in volunteer work generally enjoy better health than those who do not. For example, a major study shows that the physical shape of volunteers was as good as non-volunteers who were five years younger. Many other studies indicate that there is a correlation between volunteerism

and better health (source: Report on voluntary work 2016-2018, CFSA 2017). Moreover, people who are active for the sake of others, work for a particular cause, participate in voluntary work or help others in some other way are almost three times as likely to be in good mental health than people who do not. Voluntary work thus also helps to boost individual well-being and the well-being of others (source: National Institute of Public Health 2018).

**DIF:** The questions for us are: how does DIF contribute to general public health, how can we promote sport in a public health context, and how can these experiences be passed on to other countries?

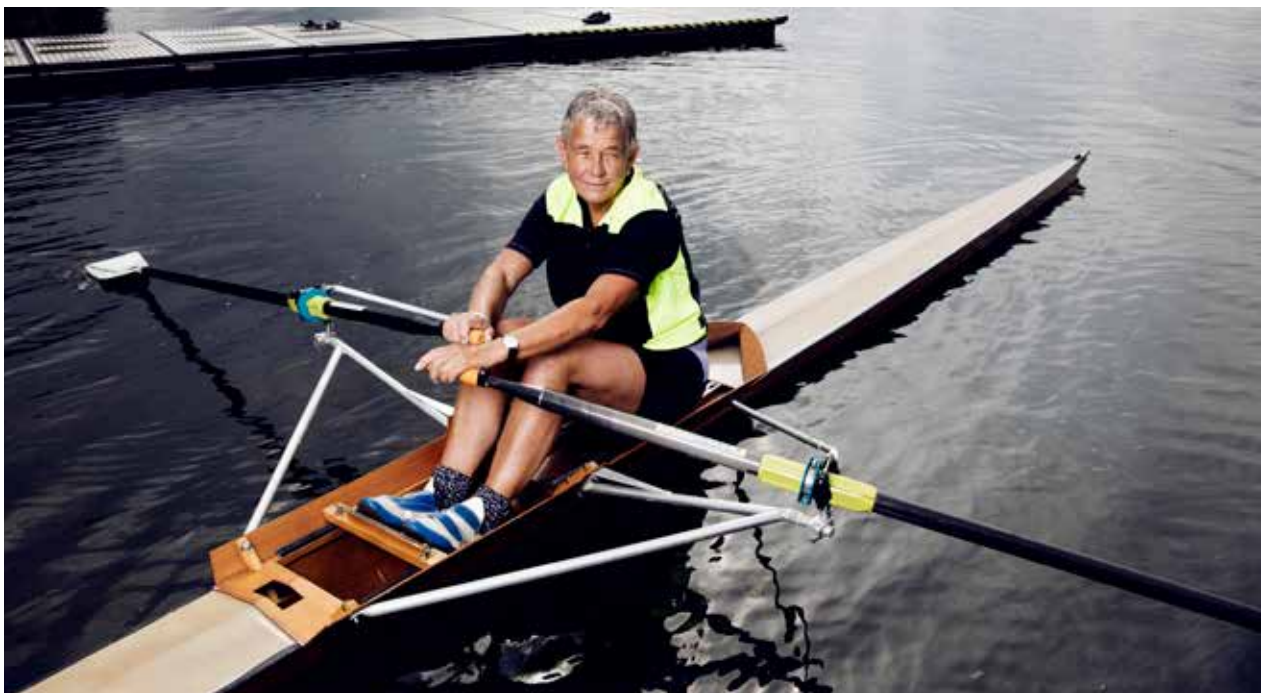
### What are we doing already?

- DIF contributes to public health, with regard to both prevention and treatment, each and every day, via its 9000 sports clubs and 1.9 million members.
- We are striving to develop existing and new sport and exercise programmes to cater to the tastes of the Danish population. Through strategic partnerships DIF wants to make sport accessible to vulnerable target groups to enable them to experience the sense of community and joy that sport brings.
- Through the Move for Life (*Bevæg Dig For Livet*) partnership known as BDFL, DIF has joined forces with DGI to turn Denmark into the most physically active country worldwide. The idea is to use partnerships and to develop new sport and exercise programmes to activate 600,000 physically inactive people in Denmark.
- With over 470,000 volunteers, DIF sport contributes to mental health, social development and cohesion in Danish society. For example, 29 sports federations are endeavouring to increase the number of volunteers at federation and club level through their strategy agreements.
- We work to create the optimum framework for the volunteers involved in club sport so that they can do their work without the hindrance of unnecessary bureaucracy.

### What more can we do?

- We can intensify cooperation between education and research institutions to generate even more knowledge about the health- and mental-health-related benefits of volunteer work, sport and exercise, including helping to design exercise concepts that can be easily implemented at federation level.
- Through the BDFL projects, DIF can ensure the development of sustainable models for the transition from healthcare initiatives in the public health system to sport in the sports federations.
- DIF's experience with sport and exercise can be brought to bear even more at international level via strategic partnerships with companies such as Adidas and Ikea, as well as with other National Olympic Committees (NOCs), helping to make a difference to public health globally.

Denmark already has one of the most physically active populations in the world, and with its experience from BDFL and the partnership's focus on the physically inactive, DIF is in a unique position to spread the Danish sports club concept in connection with sport and exercise. From its leading position, DIF should share its experiences with other sectors and countries to help with prevention and treatment of a large range of lifestyle diseases globally through community activity and joy of sport.





# GOAL 4: ENSURE EQUAL ACCESS TO QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

Huge advances have been made since 2000 on the goal of primary school level education for everyone. Throughout the world there has been a dramatic increase in literacy among children, and more girls attend school than ever before. These are all remarkable successes, and Denmark has an excellent education system when compared internationally. Nonetheless social mobility in education is still an issue, as it unfortunately is globally.

- Children from the poorest households are four times more likely to be out of school than those from the wealthiest households. There are still big disparities between rural and urban areas.
- High quality education is one of the most powerful, tried and tested engines of sustainable growth. The aim of this goal is to ensure that all girls and boys complete free primary and secondary schooling by 2030. It also aims to provide equal access to vocational training and to remove gender and economic inequalities, with a view to achieving universal access to further education of a high quality.

DIF works to ensure that Danish primary schools and pre-school institutions offer a broad range of fun, motivating and inspiring sport and exercise. Fun and motivating sports activities will encourage children and adolescents to seek a physically active life within and outside of sports clubs. By disseminating and implementing the latest knowledge and through political lobbying and supporting initiatives, DIF uses sport and exercise to improve well-being, to prepare children for learning and to promote their health. For goal 4 we have selected UN targets 1 and 2.

## SELECTED TARGETS (UNDER GOAL 4) THAT ARE RELEVANT TO SPORT

**UN Goal 4, target 1:** By 2030, ensure that all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes

**DIF:** The question for us is: how can we generate new knowledge about the implementation of sport and exercise in schools to benefit learning and well-being?

### What are we doing already?

- We are acquiring new experiences for the implementation of sport and exercise in schools in order to improve well-being and learning.
- We are striving to ensure that sport and exercise continues to be prioritised in primary and lower secondary schools, focusing on sport and exercise as a tool for promoting learning, health and well-being.
- We are pushing to make sport and exercise a mandatory part of teacher training and education.

DIF endeavours to enhance the everyday lives of children and adolescents in primary and lower secondary schools by offering fun, motivating physical activities that promote learning and well-being. High quality sport and exercise enhances primary-level education and supports inclusion and effective learning outcomes. DIF achieves this by disseminating and implementing the latest findings, through political lobbying and by specifically upgrading the competences of pre-school and primary teachers, as well as head teachers.

DIF furthermore has been involved in international knowledge-sharing with other NOCs and regularly holds presentations on the subject for visiting delegations from universities and NOCs.

### What more can we do?

- Step up our efforts towards sharing DIF's experiences with implementing sport and exercise in schools with interested NOCs and policymakers from other countries.
- Try to have a greater influence on shaping legislation and recommendations at EU level pertaining to sport and exercise in schools.

Denmark is at the forefront of legislation on sport and exercise in schools and concrete experience with making physical activity an integral part of schooling. This puts DIF in a unique position to play a greater role in shaping the development of more physical activity in primary and lower secondary schools in many countries. This could be done through international cooperation and knowledge sharing. One relevant approach might be to work in partnership with European Olympic Committees' EU office in Brussels and the Danish Members of the European Parliament to introduce more physical activity in schools. It is worth investigating how the EU can in real terms influence the efforts of the member states in the area of sport and exercise in schools.

**UN Goal 4, target 2:** By 2030, ensure that all girls and boys have access to quality early childhood development, care and preprimary education so that they are ready for primary education

**UN Goal 4, sub-target 2.1:** Number of children under the age of 5 who show age-appropriate development in relation to their health, learning and well-being, according to gender

**DIF:** The question for us is: how can we create concrete models for more sport and exercise in pre-school institutions that can serve as a source of inspiration for other countries?

### What are we doing already?

- We are working together at political level and on specific projects with municipalities to upgrade competences, define strategic goals for endeavours towards promoting physical activity and cooperate with local sports clubs.
- We offer specific initiatives to upgrade the sport and exercise competence of pre-school teachers in pre-school institutions.
- We have launched an initiative to increase cooperation between the sports federations and well-established sports clubs with pre-school institutions.

An early focus on good quality sport and exercise in our pre-school institutions will contribute to the development of age-appropriate motor skills among all children, bringing benefits to their health and well-being and better preparing them for school. DIF is working to ensure that all municipalities have a sport and exercise strategy for children and adolescents that sets the agenda for physical activity in pre-school education and also ensures that pre-school teachers are given the necessary help and support. In collaboration with, for example, visionary municipalities (municipalities which are committed to the drive to encourage people to take part in sport and physical exercise), DIF focuses specifically on enhancing the competence of all pre-school teachers in public pre-school institutions. Finally, DIF has launched initiatives to promote cooperation between several sports federations and local pre-

school institutions, with a view to introducing their sports activities and providing a source of inspiration to pre-school teachers in their daily efforts to encourage physical exercise and to develop motor skills.

### What more can we do?

- Try to further improve legislative frameworks so that municipalities and pre-school institutions are obliged to incorporate exercise into their daily programme in a more specific way.
- Strive to make exercise a mandatory part of pre-school teacher education and training.
- Try to gain more experience with collaboration between pre-school institutions, sports federations and local sports clubs, which can serve as inspiration for other countries.
- We can become better at disseminating new experiences with exercise in pre-school institutions to other countries.

Exercise in pre-school institutions and cooperation with sports clubs is already a part of legislation on pre-school education; however, it would be advantageous to work towards introducing pre-school education legislation that obliges municipalities even more to incorporate exercise into pre-school programmes in a more specific way. This would ensure a solid framework for exercise in pre-school education and it would consolidate efforts to promote sport and exercise. To ensure that newly qualified pre-school teachers have the knowledge and skills to work in a focused manner with physical activity in pre-school institutions, it is necessary to make exercise and motor skills a compulsory training module in pre-school teacher education and training.

On the whole DIF needs to gather more experience with implementation of physical activity in pre-school institutions and cooperation with sports clubs. When DIF, in partnership with the municipalities, has gathered more experience with initiatives to incorporate exercise into pre-school institutions, it should try to share this experience with other countries.





# GOAL 5: ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

Numerous scientific reports and studies document that organisations with widespread diversity perform better. The important factors are not only the baseline, namely higher financial earnings, but also greater innovation, improved product development, higher employee satisfaction, efficient and qualified problem-solving and better recruitment options and branding.

For DIF, equality means ensuring diversity among decision-makers. It is about age, ethnicity and sexuality, but primarily about gender. Gender is the number one factor for diversity, as it affects half of the population. Research shows that when you succeed in attracting women to decision-making posts, you also succeed in increasing diversity with regard to other parameters. DIF has adopted a strategy for greater diversity that aims to achieve a gender distribution of 30/70 in the federations' and DIF's committees by

2025. Achieving this gender distribution will enable us to profit from the benefits that characterise well-functioning and successful organisations.

**UN Goal 5, target 5:** Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

**DIF:** The question for us is: how can we ensure full and effective participation and equal opportunities for leadership at all levels of sport?



### What are we doing already?

- We educate federations, committees and staff through workshops to raise their awareness and improve their skills for fostering diversity through their actions.
- We carry out an annual diversity survey to maintain our focus and communication.
- We carry out an analysis to evaluate how volunteers in management roles in sport experience committee work.
- We draw up descriptions of competences in the recruitment process so that tasks and expectations vis-à-vis future DIF committee members are widely communicated and spark interest.
- We clearly publicise vacancies on committees so that the procedures and decision-making processes for election are transparent.

DIF will pursue a three-pronged approach for achieving the diversity strategy goal of 30/70 gender distribution in the committees: firstly, competence development and training; secondly, communication and analysis; thirdly, recruitment strategies.

Competence development and training involves workshops held by DIF for both the federations and DIF employees. The purpose of the workshops will be to improve knowledge and reflection and to provide specific input for measures to increase equality.

Communication and analysis is about DIF gathering and disseminating data on diversity in an annual diversity statement and as a standard item in the annual report. It is also about ensuring clear and continuous communication on how and why DIF and the federations work with diversity and regularly sharing positive stories and new knowledge in the field. Finally, it is relevant to stress that it is important for both former and current committee members in the 62 sports federations to analyse the reasons and motivation behind volunteer work to identify gender-specific differences.

Recruitment strategies are reflected in the work of DIF and DIF's HR group and take the form of tools and recommendations for the recruitment of both volunteers for honorary posts and administrative staff.

### What more can we do?

- We can keep our focus and agenda on more gender equality and work strategically and in the long-term with the diversity strategy.
- More than the 13 federations whose strategy agreement with DIF includes this strategic goal should prioritise and formulate how they want to recruit more women on their committees.
- DIF's committee should set an example and live up to the 30/70 target.
- We can implement initiatives towards diversity in education, training and development in federations and in our own organisation.

Sport in Denmark needs more committed, skilled and talented volunteers, irrespective of their gender, age, nationality, sexual orientation or gender identity. For Danish sports clubs to continue to provide the framework for over 1.9 million members, the committees of the sports federations and DIF need to bring to bear their entire competence and resources. Equality is a resource that can contribute to the development, growth and success of the federations and clubs. We need to express our differences and profit from them for the benefit of everyone in Danish sport.





# GOAL 6: ENSURE ACCESS TO WATER AND SANITATION FOR ALL

Water scarcity affects more than 40 percent of the world's population and this alarming number is expected to increase in tandem with the rise in global temperature. Although 2.1 billion people have better access to water and sanitation than was the case in 1990, the diminishing supply of clean drinking water is a major problem that affects all continents. In 2050 every fourth person is expected to be affected by recurring water scarcity.

Although Denmark can take for granted access to safe and affordable drinking water and good sanitary facilities, we are not exempt from the obligation to continue to mitigate water scarcity – an area in which the EU also intends to tighten regulations. We need to consolidate international cooperation to improve water efficiency and support treatment technologies.

As sports practitioners we are keenly aware of the need for clean drinking water, and a number of sports federations are also reliant on clean water for their sailing or swimming activities. Sport therefore needs to do its bit to secure clean drinking water, sea water, lakes and rivers. For goal 6 we have selected UN targets 4 and 5.

## SELECTED TARGETS (UNDER GOAL 6) THAT ARE RELEVANT TO SPORT

**UN Goal 6, target 4:** By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

**DIF:** The question for us is: how can we increase water-use efficiency in sport, both the water we drink and the water we use (which is still drinking water in most places) when we practise sport, such as at sports facilities? For the purposes of this text, the term “domestic water” is used to mean the water used for sport at facilities or in connection with activities.



## What are we doing already?

### • Drinking water:

- a) We are encouraging the use of tap water in collaboration with a number of green federations.
- b) We are contributing to Sport Event Denmark's event guide.

### • Domestic water:

We have not taken any measures in DIF; however, the Danish Golf Association has taken systematic action and the Danish Rowing Federation has produced an inspirational film.

**Drinking water:** The focus at present is on recommendations and support for the use of Danish tap water at events hosted by the sports federations (there are also efforts to use sustainable packaging when packaging is necessary for safety reasons at competitions and events). Danish tap water is among the best quality tap water in the world. Using it at events – either directly from a water supply or packaged – means that we are helping to draw attention to the importance of looking after our groundwater. Use of packaged drinking water will continue up to June 2020, when the agreement with the company expires.

DIF has also issued guidelines on tap water in Sport Event Denmark's event guide under the chapter on meals.

DIF uses tap water, partly from the water supply, partly packaged. With respect to packaging, see Goal 12 on sustainable consumption.

**Domestic water:** Water used by the different sports has so far only been a matter of interest to the municipalities and certain individual sports. The municipalities, which own most water facilities, have both an economic and environmental interest in saving water and have fitted water-saving devices on various technical installations. A number of municipalities have adopted a systematic approach and have saved a good deal of water and money. However, the overall strategy and individual measures taken vary from one municipality to another.

Certain individual sports that use a lot of water and own their own facilities have also shown interest and are also tackling the issue systematically. Notable examples are golf clubs, which for the most part have implemented restrictions on how much water may be used. They typically use about 8-10,000 m<sup>3</sup> per year and often only water greens and teeing grounds. A few clubs collect water from roof surfaces; however, they are the exception. Many use water from lakes. The Danish Golf Association addresses the issue by holding seminars for greenskeepers on effective irrigation in partnership with other Nordic countries.

The Danish Rowing Federation produced a short film on a simple way of saving water by washing the boats down using buckets and cloths, rather than running water through a hose. It is an inspirational film, but there has been no follow-up to spread the idea.

## What more can we do?

### • Drinking water:

- a) We can formalise cooperation with DANVA, an interest organisation of the Danish water sector.
- b) We can extend the agreement with the tap water company in selected areas.
- c) We can continue to contribute to Sport Event Denmark's event guide.
- d) See item "c" under Domestic water below.

### • Domestic water: systematic action vis-à-vis municipalities

We can:

- a) Highlight best practice on various platforms and spread the message in the municipalities.
- b) Step up efforts to measure consumption at facilities.
- c) Step up efforts to use roof surface and surface water.
- d) Coordinate efforts regarding a certification scheme for sports buildings in relation to visionary action.
- e) Quantify the activity-related water consumption of sport, improve water-use efficiency and ensure its measurement.

**Drinking water:** DIF, in cooperation with DANVA, can provide information on where the local water utilities are located so that when competitions and events are held, it is easy to identify which water utility is relevant and make an agreement for the delivery of drinking water or tap water. For those places where delivery is complicated for geographic reasons, such as forest areas, DIF can continue to support delivery of packaged tap water. DIF can also continue its collaboration with Sport Event Denmark on the sustainable organisation of events and provide updates to the relevant chapters. As mentioned earlier, sustainability is a factor in the case of packaged drinking water; see Goal 12.

**Domestic water:** Within its political lobbying activities DIF can push for the municipalities to take systematic action. The easiest step is to highlight best practice among the municipalities on various platforms and to incorporate this into the dialogue with the municipalities, both the visionary municipalities and the municipalities that need feedback on facilities. DIF can push for regular measurement of how much water is saved in sports facilities in the municipalities in question and, of course, publicise this.

DIF's concept of a certification scheme for sports buildings and facilities as part of visionary action obviously also involves the need to increase water-use efficiency. See the next target concerning certification.

When it comes to water consumption in connection with sports activities, some sports have already been subject to stipulations by the municipality in question, as is the case with golf, and the individual federation will be aware of the need to get the clubs to share best practice.

Sports which either do not own their facilities or are subject to restrictions may certainly have a high level of water consumption, as is the case with rowing, which has been proactive and released a film. DIF can take the lead and quantify the sport's water



consumption to systematically improve water-use efficiency. This would mean measuring how much water is saved in the case of each measure taken.

**UN Goal 6, target 5:** By 2030, implement integrated water resources management at all levels, including through transboundary cooperation as appropriate

**DIF:** The question for us is: how and with whom can we cooperate on the issue of water resources at international level?

### What are we doing already?

- We are cooperating with the International Olympic Committee (IOC) in a sustainability working group comprising countries similar to Denmark.
- We participated in the conference held by the European Network of Outdoor Sports (ENOS) and subsequently enrolled DIF.

DIF, in partnership with the German sports confederation Deutscher Olympischer Sportbund, or DOSB, has asked for an IOC working group on sustainability in which we primarily work together with organisations in countries that are similar to us. IOC is in the process of evaluating what action is being taken by the different countries; here DIF has, for the time being, made a contribution in the area of the environment and will host the meeting in 2019.

DIF held a presentation at an ENOS conference, which exchanges experiences with sustainability in outdoor sports. DIF received positive feedback and was asked to become a member, to which we agreed.

In its various presentations, DIF has outlined the possibility of collecting water from the immediate environment and of using sustainable packaging.

We have discussed the administration of water resources with Germany and talked about possible international cooperation on the development of a certification scheme for sports buildings and facilities. The German confederation has rebuilt its premises under the certification scheme DGNB, which is a method of assessing and evaluating the sustainability of a building or facility. The idea is to ensure common, clear-cut, measurable standards that enable comparison and thereby the certification of buildings or facilities based on their performance in a sustainability context.

At the same time IOC has entered into a partnership with the UN on the Environment's Clean Seas campaign, which was launched in June and for which the Spanish Olympic Committee served as an example of a drinking water initiative that organisations can implement in their own premises. More details are given under Goal 12, as the initiative is tackling the problem of plastic. IOC has invited us to join the campaign.

### What more can we do?

- Play an active role in developing an international certification scheme for sports buildings and facilities.
- Seek a position on the board of ENOS.

In addition to continuing and developing cooperation with IOC and ENOS, DIF can actively enter into cooperation on development of an international certification scheme for sports buildings and facilities. Furthermore, DIF can join the Clean Seas campaign; see Goal 14. DIF can also use its new ENOS membership and take advantage of the positive momentum from the response to its presentation and material and stand for election to the board.







# GOAL 7: ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY

**UN Goal 7, target 3:** By 2030, double the global rate of improvement in energy efficiency

**DIF:** The question for us is: how can sustainable sports facilities and efficient operation help us to get more sport for our money in the sense of spending money on physical environments and on initiatives to develop the sports clubs rather than on empty, outdated sports centres or wasted energy?

## What are we doing already?

- We are acquiring experience in reducing sport's dependency on fossil fuels.
- We are striving to make sport more energy efficient.
- We are working jointly with Viborg Municipality and the Danish Energy Agency to develop a common municipal model and guidelines for energy investments in existing sports facilities and club houses. The money saved will be invested in state-of-the-art sports facilities and in development of the sports clubs.

When developing existing sports facilities, the focus should be on operation, maintenance, efficiency improvement and modernisation. Efficient operation and utilisation can free up funds for state-of-the-art usage and can match the needs of the sports clubs. It is therefore crucial for DIF to inspire and motivate the municipalities to develop sports and facility policies and plans that concentrate on maintenance, upgrading and optimum use of existing sports facilities.

## What more can we do?

- Spearhead a national campaign that highlights energy investment and the opportunities for more sport for money, including the possibility of a parliamentary debate in the Danish Parliament.
- Cooperate with the Danish Foundation for Culture and Sports Facilities to establish a pilot scheme for energy investment loans in sports facilities and club houses.
- Support the sports federations in their efforts to publicise competitions and events that have a greater focus on sustainable energy, such as Formula E in motor sports, or that have general stipulations for electric backup boats or cars in connection with competitions and events.
- Analyse the opportunities for associations and clubs to invest in sustainable energy, e.g. in solar panels or geothermal heating, without the feeding of surplus electricity into the central power grid being considered a commercial activity. This has to be clarified with the Danish Ministry of Taxation.

Sport has a great deal to gain by promoting best practice. We are not just talking about energy-saving, but about developing the physical parameters for sport so that they attract more physically active people into club sport and offer better use of sports facilities. EU policymakers are striving to define common European goals for energy efficiency in the EU. The recommendation issued by the European Parliament is to increase energy efficiency by a minimum of 35 percent by 2030. Improvement in the energy efficiency of buildings, for example, is also a key issue in Denmark's energy strategy up to 2050.

### THE VIBORG MODEL

A local project in the city of Viborg has been successful in lowering the cost of running sports centres, club houses and scout cabins. The savings have been spent on providing new sports club activities and on upgrading existing sports facilities.

Close collaboration between the municipality, sports council, utilities company and the Council of Danish Child and Youth Associations has generated a model for partnerships for improving energy efficiency in public facilities, namely in sports association club houses, scout cabins and hunting lodges. The municipality earmarked DKK 6.5 million for this purpose in 2015-2019. Furthermore, Viborg municipality pursues a special policy for developing a commonsense approach to energy consumption in the municipal sports centres. DKK 18 million was earmarked for this purpose in 2015-2017. Viborg Municipality is paying 73 percent

of the investment costs in both instances, which is at the same level as local funding to the municipal clubs.

The savings on energy bills cover the cost of investment in energy efficiency improvements. These are lasting savings, which also means that the municipality is saving on local funding for club activities.

Viborg Sports Council received DKK 189,000 in funding from the Danish Energy Agency. The task ahead is for Viborg Sports Council to take its experiences with energy partnerships with municipal sports associations and design a model on a national scale – a model which DIF can support with analyses, documentation and broad-based communication. The project is due to be publicised in early 2019.





# GOAL 11: MAKE CITIES INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

Over half of the global population lives in cities, and this number is projected to rise to 6.5 billion by 2050 – corresponding to two thirds of the world's population. Sustainable development will be out of reach if we do not change the way we build and manage our urban areas.

Making cities safe and sustainable on a global scale means guaranteeing access to safe and affordable housing and upgrading housing in slums. Sustainability also involves investment in public transport, creating green public spaces and improving urban planning so that there is greater participation and involvement.

Denmark is a welfare society and in a position to assert that upgrading slum housing is no longer an issue. That is why it makes more sense in a Danish context to focus on public transport, green areas, improved urban planning and citizen involvement. These are all issues that affect the scope of sport to act in the public arena, to improve the physical parameters for sport and to influence them. For goal 11 we have selected UN targets 2, 3, 7 and 11A.

## SELECTED TARGETS (UNDER GOAL 11) THAT ARE RELEVANT TO SPORT

**UN Goal 11, target 2:** By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons

**DIF:** The questions for us are: how can we improve transport habits in sport? How can sport contribute to creating sustainable transport systems?

### What are we doing already?

- **Transport habits in sport:**
  - a) DIF supports public transport and carpools in conjunction with certain events.
  - b) Some federations have developed rate systems for carpools that reward full cars.
- **Sustainable transport systems:**
  - a) DIF issues consultation responses and publishes opinion pieces that focus on the importance of bike paths to sports facilities.

### Transport habits in sport:

Bringing about change to transport habits in sport is an immense challenge that entails cultural change in the sports federations, clubs and individuals and also requires the availability of sustainable transport systems as an option.

DIF supports the use of public transport in conjunction with certain events and also prioritises carpool arrangements above individual transport, offering, for example, only low driving allowance rates for one person in a car but high rates for several people sharing a ride to seminars. Some federations have developed even more intricate carpool systems, such as the Danish Swimming Federation: one person in a car means a rate of DKK 1.94; two people 2.47; three people 3.01 and four people 3.54.

### Sustainable transport systems:

In many different contexts DIF has actively contributed with consultation responses and opinion pieces focusing on the importance of providing bike paths to sports facilities. DIF has also emphasised the importance of developing towns and cities that allow people to move around using their own physical strength.

### What more can we do?

- **Transport habits in sport:**

DIF can:

- Build up its support to DIF representatives who use public transport over long distances.
- Start a partnership with public transport providers.
- Spread the principle of incentives for carpooling rather than individual transport to cover all driving allowances for events attended by several DIF representatives.
- Develop a more detailed support system for carpool arrangements, e.g. taking inspiration from the Danish Swimming Federation.
- Launch a partnership with GreenMobility and make it attractive for sport to use carpooling.

- **Sustainable transport systems:**

- DIF can advocate public transport to both indoor and outdoor sports facilities in its work with strategies, consultations and cooperation with municipalities

### Transport habits in sport:

DIF can further develop its support for DIF representatives who use public transport over long distances by using some form of allowance reward, which would still be less costly than a driving allowance. A few years ago, sports clubs and federations had a deal with DSB, the state-owned train system, on discount travel. DIF could launch a partnership with public transport providers to make it attractive for sports practitioners to use public transport. For events where public transport is not an adequate solution, DIF could expand the principle of carpooling and possibly develop a more intricate funding system for carpooling. This would lead to both environmental and financial gains. Finally, DIF could partner up with GreenMobility or another carpooling provider, who could make it convenient and attractive to use carpooling in conjunction with sport.

### Sustainable transport systems:

As far as the creation of sustainable transport systems is concerned, DIF has the opportunity to exert its influence at different administrative and political levels, from local and municipal planning to national planning and other high-level political activities. In the future DIF could also focus on the possibility of public transport to both indoor and outdoor facilities. This focus could be integrated as a campaign into each activity linked to facility-related projects, whether overall strategies, consultation responses or municipal partnerships, typically in visionary municipalities.

**UN Goal 11, target 3:** By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries

**UN Goal 11, sub-target 3.2:** Number of cities with direct participation by civil society in urban planning and administration which operate regularly and democratically

**DIF:** The questions for us are: how can sport play an active role in urban planning and, adopting a forward-thinking approach, contribute to sustainable sports facilities and smart solutions when utilising indoor and outdoor space? And how can sport meet the climate challenges in a planning context?

### What are we doing already?

- We are working together with municipalities on facility strategies that improve the use of, design of and activities within the physical framework of sport. The goal is the collaborative development of 20 municipal facility strategies in 2020.
- We are working within municipal financial frameworks for the operation and development of sports facilities and centres and the establishment of new facilities in urban areas and in nature.
- We are ensuring that citizens and associations are able to participate in the work of the municipalities by guaranteeing the provision of sports facilities and green areas in the vicinity of residential areas.
- We are gathering experience and shining a spotlight on new needs, both through our work with the Planning Act and the National Planning Report and by stipulating minimum requirements for sports facilities in connection with the planning of new residential areas.

Meeting spaces and meaningful sport and recreation are key elements of socially sustainable urban areas. Infrastructure planning that takes into account sports centres, sports grounds, urban spaces and elements in nature that offer everyone alike the opportunity for sport and exercise is an important part of fostering social cohesion. If the right tools and knowledge are available for municipalities to take responsibility and integrate physical activity and meeting places into the process from the start, sports organisations and public associations can work in greater harmony with the municipalities to contribute to socially sustainable residential areas.

### What more can we do?

- Increase our involvement in urban development by advising municipalities and analysing space requirements for sports activities and multifunctionality, comparable to holistic planning – i.e. weaving sports elements into schools, health clinics, care homes and urban spaces.
- More actively highlight best practice and opportunities for multifunctionality, co-localisation and space optimisation.
- Back up knowledge and experience with concrete legislation for sport and exercise, for example in connection with planning legislation, education legislation and health initiatives.
- Work towards ensuring that climate solutions and rainwater collection serve more functions that bring benefits to sport and to citizens.
- Gather knowledge about the possibility of establishing an international certification scheme for sustainable sports facilities, concentrating mainly on large-scale facilities.
- Become more involved in smart solutions in partnership with federations that arrange major events associated with cities.

Multifunctionality and co-localisation mean more activities under one roof. Co-locating institutions from different disciplines and involving different actors can open up new ways of reducing costs and creating synergies. Use of space with existing facilities and space earmarked for new facilities can be optimised, including better utilisation of outdoor space. Optimisation also means optimisation of operation and taking into account, for example, energy investments to achieve lasting savings on existing facilities. Optimisation also means flexible and multifunctional interior design. Several users under one roof and better availability via self-service solutions are a tool for more effective utilisation of facilities.

**UN Goal 11, target 7:** By 2030, provide universal access to safe, inclusive and accessible green and public spaces, in particular for women and children, older persons and persons with disabilities.

**DIF:** The questions for us are: how can sport continue to guarantee free availability and accessibility for everyone who wishes to do activities in public spaces and facilities? And how can we ensure that outdoor sports activities are carried out in a way that respects the social and economic balance?

### What are we doing already?

- We have joined forces with a number of organisations and authorities to ensure legally regulated accessibility and establish what can be agreed in the future as an extension of the relevant regulations.
- We are cooperating to ensure accessibility and to avoid, for example, physical barriers to or on spaces that make individual users feel unwelcome or unsure, or which present a direct physical impediment.
- We are operating and/or participating in campaigns to highlight, e.g. good behaviour and legal access.
- We are endeavouring to ensure that access to public spaces continues to be free and access to private areas is affordable, e.g. cost based.

Part of DIF's core business is lobbying for outdoor sports activities – organised, as well as self-organised or non-organised. DIF represents sport on councils and committees and plays an influential role in the preparation of legislation. DIF also acts as a professional feedback partner for the sports federations in specific matters and acts on behalf of a range of various clubs from different segments, e.g. forest sports, sea sports, air sports and track and field. Together with other organisations DIF has run and/or taken part in various campaigns, such as "Naturally nice" or "Live more – use nature".

Taking its cue from the policy catalogue, DIF is in the process of evaluating the status quo in this area. All relevant data concerning accessibility, routes, facilities and amenities in nature are being gathered, compiled and disseminated in the form of maps. At the same time a report is being prepared on legally regulated access.

### What more can we do?

- Initiate campaigns
- Take political initiatives
- Challenge municipalities as part of our work with visionary municipalities

**UN Goal 11, target A:** Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning

**DIF:** The questions for us are: how can sport support development in rural districts and be used as a lever? And how can we ensure the coherence of sport in Denmark?

### What are we doing already?

- We are challenging municipalities to adopt a facility strategy.
- We are supporting federations and local drivers by providing political backup and consultation responses.
- We are lobbying for accessibility (see target 11.7) to enable mobility in rural areas.
- We are managing the development of trail centres together with the Danish Foundation for Culture and Sports Facilities.

The global trend of population shifts from rural to urban area is, of course, also a phenomenon in Denmark. Sport, which plays an important role in rural areas, can help to create cohesion and be developed jointly with other organisations in the area, for the benefit of locals and tourists. Often sport itself can be the driving force, as shown by the influx of people to the region of Thy due to the surfing opportunities in Cold Hawaii. Mountain biking and equestrian sports, together with various water and air sports, offer considerable tourism potential, and DIF is working in this direction and supporting this development. Sport can also strengthen the links between urban, peri-urban and rural areas through general planning; namely by coordinating with the municipalities when deciding where to locate large-scale, single-use facilities and thus coordinating where to steer various practitioners and spectators, with subsequent settlement in those areas and job creation in relation to the facilities, events and the experience economy.

In parallel with what is described under Goal 11, target 7, access to nature is a prerequisite for enhancing the appeal of rural towns. Natural areas near residential areas are what make a difference in day-to-day life – they are an important factor with regard to retaining the rural population and attracting people to move to rural areas.

#### What more can we do?

- Team up with the Danish Agriculture and Food Council and, if appropriate, the Danish Forest Association to launch joint initiatives in specific locations.
- Challenge municipalities as part of the visionary projects (see target 11.7).
- Press on with trying to amend Section 26a of the Nature Protection Act so that the notification system when closing down trails is changed to an approval system.

DIF can join forces with the two landowner organisations and introduce joint initiatives based on a common interest in improving spaces in rural areas, such as starting up or increasing experience tourism or converting previous agricultural buildings into trail centres.

As part of the work with visionary municipalities on strategic planning, DIF can push for planning for rural towns to be coordinated with neighbouring municipalities and to consider factors such as facilities and clubs that are relevant across municipal boundaries. DIF believes that there should be more cross-departmental cooperation within the same municipality. For example, in the case of projects for wind turbines or wetland areas it can be extremely important for rural areas to integrate concepts for recreational activities to create a positive impact, such as several trails, rather than a negative impact by blocking public access.

On the whole, trails and footpaths are known to be in short supply in rural areas, which is why it is important not to close down trails without lending an ear to what recreational organisations have to say. An approval system involving consultation could be the solution. DIF has, in fact, ascertained that there are massive differences between the quality assurance processes of the municipalities, and recreational users often only discover that trails have been closed down when it is too late.







# GOAL 12: ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

Economic growth and sustainable development mean that we must reduce our ecological footprint as quickly as possible by changing the way we produce and consume our goods and resources.

Denmark is good at discussing how to effectively manage our shared natural resources and how to dispose of toxic waste and pollutants, which are important for achieving this goal. Denmark has made progress in urging business and industry and consumers to recycle and reduce waste. Sport can also provide input by ensuring that waste is not left behind after events, whatever the scale.

Consumption among much of the global population is far too low to meet basic needs. It is important to halve per capita global food waste at retail and consumer levels and to create more efficient production methods and supply chains. This can improve food safety and push us towards a more resource-efficient economy.

As sports practitioners, we have a high awareness of good, healthy food, and elite sportsmen and women are particularly reliant on good food products. Food consumption at major sports events is on a big scale and involves a high level of logistics. Sport must therefore join in efforts to demand sustainable products and to reduce food waste.

At the same time, we must also examine how we manage our waste overall and how we communicate the message about good habits and monitor our efforts. For goal 12 we have selected UN targets 3, 4, 5 and 8.

## SELECTED TARGETS (UNDER GOAL 12) THAT ARE RELEVANT TO SPORT

**UN Goal 12, target 3:** By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

**DIF:** The question for us is: how can sport help to reduce food waste?

### What are we doing already?

- We are contributing to sport's own event guides on how to reduce food waste, for example:
  - We are advising on how to avoid food waste at events.
  - We have a scheme to use up all the food in the buffet in the canteen at our sports hotel and conference centre, The House of Sport.

Sports' own event guides now point out what to bear in mind when planning events – including the food logistics, from shopping, to catering and disposal. Disposal in this case mainly means working out who will take over the surplus food. This could involve individual agreements with local farmers, hostels, shelters and so forth, or it could take the shape of a more permanent agreement with the Danish Food Bank on collection and distribution, as was the case with Royal Run, an event that took place in various cities and had over 80,000 participants.

The House of Sport has introduced a scheme to use up all the food in the buffet that allows visitors to buy leftovers from each day's lunch at a favourable price.

### What more can we do?

DIF can make formal agreements with:

- The Danish Food Bank on improving communication on the possibility of working together at events above a certain size.
- Sport Event Denmark on improving the use of their guide, which DIF contributes to today with green chapters.

DIF has had preliminary talks with the Danish Food Bank on a formal partnership after positive experiences with the DHL Relay Race and Royal Run. It would make sense to enter into a partnership and to improve communication about opportunities and results.

For many years DIF has collaborated with Sport Event Denmark, providing the green chapters for Sport Event Denmark's event guide and updating chapters by adding new findings. DIF could

establish an agreement on how Sport Event Denmark should use the guide more proactively to receive these chapters.

**UN GOAL 12, target 4:** By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

**DIF:** The question for us is: how can sport optimise management of its waste? This applies to chemical waste, as well as plastic, metal, paper, glass and residual waste. Chemical waste is relevant mostly in the case of sports that directly use chemicals, e.g. pesticides (for pitches or courts), biocides (in antifouling paint for boat hulls) or oil and petrol in motor sports and certain air sports. Plastic, metal, paper, glass and residual waste apply to all the federations' daily activities and to events. Plastic waste particularly applies to those federations that use artificial grass pitches, as the most commonly used infill is rubber granulate, which is classified as micro-plastic.

### What are we doing already?

- We are working together with the relevant federations and authorities on regulations, guidelines, codes of conduct and environment manuals for procurement, management/operation and disposal.
- Those federations that are certified as green typically have a systematic approach to waste separation, and DIF supports the federations that opt for tap water in cartons rather than plastic bottled water at events.
- Ordinarily tap water from the water supply is used in the kitchens and canteens for DIF staff.
- With regard to micro-plastic from artificial grass pitches, DIF and the Danish Football Association (DBU) have joined forces with the Danish Environmental Protection Agency to draw up guidelines and instructions on what precautions to take to reduce consumption and to minimise spreading beyond the pitches.

Part of DIF's work is to be a feedback partner for the federations on environmental issues and to assist in cooperation with authorities and other organisations.

As part of the green federation certification, federations must agree on a special project with DIF for a two-year period. Some of the federations have chosen a waste-related project. Three federations have opted to accept the offer of support for tap water in cartons, and two others are in the pipeline.

Ordinarily tap water from the water supply is used in the kitchens and canteens for DIF staff. At meetings, water packaged in plastic is often used, both for DIF's internal meetings and for meetings in The House of Sport in general.

Efforts to communicate and apply the guidelines for artificial grass are ongoing. DIF has, among other things, published an article in the technology and environment magazine *Teknik og Miljø*, carried out activities on social media and has made itself available to Local Government Denmark at conferences.

### What more can we do?

- Initiate research on alternatives to chemicals, possibly in partnership with Innovation Lab.
- Launch systematic waste separation at all the federations' competitions and events.
- Conduct a more pro-active campaign for tap water in cartons, targeting the federations.
- Abolish water packaged in plastic at all DIF meetings, both internally and externally, and use our influence to persuade The House of Sport to do the same.
- Monitor DBU's efforts to get players to reduce the spread of micro-plastic and motivate them to have a club ambassador scheme, e.g. in connection with the dialogue on the next strategy agreement.
- Train individual practitioners via the federations to ensure that the guidelines are being followed.
- Initiate a case for the plastic lifecycle of a federation.

The two most prominent joint initiatives with the federations to reduce chemicals are the collaboration project with the Danish Sailing Association and Hempel to develop antifouling paint with lower biocide content, and our collaboration with The Danish Golf Association to bring down the use of pesticides on golf courses by, for example, researching on the properties of different types of grass. The establishment of Innovation Lab might open the door to new partnerships, both for these sports and for others.

Waste separation in households or at various events has become so commonplace that it makes sense for it to become a standard feature of all sporting events, whether small or large. Above all, at international competitions it would create a branding effect and communicate a message to sports practitioners (and to people in other countries), which they would take home with them. This phenomenon was reported with the Canoe Kayak Marathon World Championships, which was held under the motto "Truly Sustainable". There are abundant examples of how this could be done, also in Sport Event Denmark's event guide.

DIF could adopt a proactive approach to the federations to use the cartons already made with DIF's logo. According to the agreement with the company, DIF must buy all of them before June 2020, which is why having the federations play a greater part in these efforts than they have so far is a good idea. It basically makes much more sense to use the cartons at competitions and events rather than in The House of Sport (although this would have a certain branding effect). The most sustainable way of serving water at The House of Sport is to use jugs filled with tap water, as is the case in the staff canteen but not yet at meetings. This represents an easy step to stop using plastic bottled water at DIF meetings and to address the issue at The House of Sport generally. This has been tried at various events.

The guidelines on artificial grass point out how immensely important it is for DBU to pull out all the stops to ensure that players avoid spreading micro-plastic. When the guidelines were drawn up it was suggested that DBU appoint club ambassadors to oversee these important efforts. It might be necessary for DIF to encourage DBU to launch an ambassador scheme or similar to ensure that the Danish Environmental Protection Agency sees it as a credible cooperation partner. If DBU fails to do this, it would

be easy for opponents of artificial grass pitches to take over and talk about the irresponsibility of spreading micro-plastic.

DIF's Nature and Environment Forum has also proposed that the federations improve instruction in how to use the various guidelines. For example, the Danish Golf Association has experienced that very small steps in the clubs lead to remarks on their environmental efforts.

Finally, the Nature and Environment Forum suggests that DIF devises a case for a federation's plastic lifecycle to systematically analyse all the areas that can be addressed, from procurement of material to use at training and competitions to management of waste.

See below for information on sustainable use of the world's oceans and terrestrial ecosystems.

**UN Goal 12, target 5:** By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

**DIF:** The questions for us are: how can The House of Sport help to reduce waste generation? Can we use fewer chemicals, less plastic, less paper and less glass and generate less residual waste through prevention or recycling?

### What are we doing already?

- We have placed the waste separation containers at The House of Sport in the corridors instead of the offices to avoid excessive use of plastic bin bags.
- We have set up waste collection points for separation, e.g. for furniture, electronic goods and hazardous waste.
- We have stipulated the use of certified ecological, fragrance-free cleaning agents by the cleaning company.
- We have replaced single-use plastic teaspoons with wooden coffee stirrers.

The cleaners previously used to empty plastic bags containing very little rubbish from individual employees. Using a common waste bag placed in the corridor helps considerably to reduce the use of single-use plastic bags.

Waste separation facilities in the building enable us to follow municipal source separation at all levels.

Our use of certified ecological cleaning agents (with a Nordic Swan Ecolabel) and fragrance-free products ensures maximum environmental friendliness. This approach not only ensures cleaner wastewater, but also has direct benefits for the people in the building.

If it is necessary to use single-use cutlery for coffee or tea, preference is given to wooden stirrers. The EU recently voted to ban single-use plastic cutlery from 2023.

### What more can we do?

- We can introduce re-greening in the canteen garden and set up compost benches for composting coffee grounds, which would simultaneously provide seating in the busy summer period, see Goal 12, target 4 for all other initiatives, e.g. to avoid plastic waste.

- The House of Sport could abolish single-use tableware (both paper plates and stirrers) and milk in small 20 ml packs.

The re-greening initiative could consist of seating modules (tables and benches that double as compost bins) and plant boxes that together form a garden. A combination of, for instance, herbs and edible flowers could be planted – cultivated locally for quality dining experiences. For example, one bench could contain coffee grounds from 4000 cups of coffee, which would yield about 100 litres of compost, which in turn could fertilise 20 m<sup>2</sup> of garden or 300 plants. At the same time the canteen garden would gain additional seating, which is in short supply in the summer.

Furthermore, The House of Sport could completely abolish single-use tableware, as washing up crockery and serving drinks, such as milk, in jugs is more sustainable.

**UN Goal 12, target 8:** By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

**DIF:** The question for us is: how do we ensure that all outdoor sports practitioners receive the relevant information on good conduct in harmony with nature? DIF would like to get even more people outdoors and encourage them to be active in nature, which means that all sports practitioners need to know how to behave without causing damage to nature or other users, and maybe even how to contribute actively to more sustainable development.

### What are we doing already?

- We are working together with outdoor sports on a code of conduct.
- We are working with the green federations on waste initiatives.
- We are working together with other organisations and authorities to devise information material and information campaigns on, for example, social media.

For 25 years DIF has been part of campaigns and has launched various forms of outreach initiatives to outdoor sports practitioners. Outdoor sports have expanded and the number of people practising them has shot up, making it necessary to educate and inform the public about good conduct in nature. Such initiatives have often been carried out in collaboration with the relevant federations and other organisations, such as the Outdoor Council, as well as authorities, such as the Danish Nature Agency and the Danish Environmental Protection Agency. Our material has addressed members, as well as independently organised and non-organised practitioners. Examples of such initiatives are "Hold your horses" aimed at riders and cyclists, "Take it easy" aimed at everyone who practises sport on lakes and rivers and "Naturally nice" with sub-campaigns directed at, e.g. mountain bikers and dog owners.

### What more can we do?

We can go a step further and try to reach all sports practitioners – both indoors and outdoors – to ensure that everyone has the relevant knowledge on sustainable lifestyles.





# GOAL 13: TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

Today, greenhouse gas emissions are more than 50 percent higher than in 1990, and countries all over the world can see the drastic consequences of climate change. Global warming is causing long-term changes to our climate system. This calls for action to avoid irreparable consequences.

Denmark is fortunate enough to be unaffected by earthquakes, tsunamis and tropical cyclones. On the other hand, we have experienced storms and flooding, leading to large investments to mitigate climate-related costs for individual citizens and local authorities. Climate expert Jesper Theilgaard spoke at the DIF18 conference and explained that we had already seen examples of small tornados in Denmark and that there would be more, larger ones in the future. He warned against believing that the changes we have already seen were random. He mentioned that no-one could have imagined a storm like the one that occurred during the Copenhagen Half Marathon in 2017, and he appealed to sport to also adapt to climate changes, since it would take at least 50 years for the climate to stabilise.

Above all it is important for all countries to pull together to help to reduce greenhouse gas emissions. This requires educating, informing and focusing to a greater extent on preventive measures in national politics and strategies. It requires immediate collective action and climate adaptation in vulnerable regions together with a wide range of technical measures to be able to limit the increase in the average global temperature to two degrees above pre-industrial levels. Like all other segments, sport must try to reduce its greenhouse gas emissions and participate in climate adaptation, where this is relevant. For goal 13 we have selected UN targets 1 and 3.

## SELECTED TARGETS (UNDER GOAL 13) THAT ARE RELEVANT TO SPORT

**UN Goal13, target 1:** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

**DIF:** The questions for us here are: how can sport meet the climate challenges in other ways besides planning and transport initiatives (see Goal 11)? Can certain sports be developed to have less of a negative environmental impact?

As described above under Goal 11, sport could contribute towards combating climate change and lowering greenhouse gas emissions by reducing car use and encouraging a changeover to bikes or public transport. Sport can help to combat the consequences of climate change by playing a role in the planning processes for combined climate and sports facilities. Under this goal the question should be addressed to those sports activities which, per se, emit greenhouse gases, such as motor sports involving cars, motorbikes, motor boats or aircraft, and also sports which cause particularly high emissions due to their facilities, such as ice skating rinks and swimming baths (although there are certain sustainable exceptions).

### What are we doing already?

- The Danish Motor Association (DMU), which is a green federation, has pledged in its environment manual to use the most environmentally friendly, generally available fuels, lubricants and coolants. See also Goal 13, target 3.
- The Danish Glider Federation, which is also a green federation, has provided funding for synthetic winch launch cables, which lowers the number of launches for training and reduces noise and use of fuel.
- The Danish Water Ski and Wakeboarding Federation is also a green federation that has systematically tried to increase the use of electric cableways, for example to avoid emissions from boats.

DIF is continuously striving to challenge the federations that are certified as green and wants to ensure that they have a sense of ownership of the initiative concerned. The starting point is therefore the particular situation and motivation of each individual federation. The initiative should make sense to the federation in question, as this will ensure that it can pass on the message to

its coaches, managers and other volunteers who are to be part of the effort.

### What more can we do?

- DIF, in connection with its facility-related work, can call for the municipalities to build more sustainable facilities, either via the certification method mentioned under Goal 11, or by allying itself specifically with the federations that use ice rinks and swimming baths.
- DIF can initiate the development of sustainable facilities in untraditional partnerships, e.g. via Innovation Lab.
- DIF can challenge the motor sports federations to bring about a cultural change and introduce electric motors.

In its work with facility strategies in the municipalities, DIF can put forward a sustainability agenda, partly by stipulating more sustainable elements in individual facilities when they are being set up or renovated and partly by getting more municipalities to join forces for special facilities. Furthermore, sport can enter into innovative and perhaps untraditional partnerships with, say, companies to reduce emissions. Another measure would be to encourage a change of culture in some federations, like changing over to electric motors, for example. Some drivers reject electric motors because they miss the sound of an engine. By transitioning to electric motors, drivers would actually gain more driving hours on motor sports facilities due to the marked reduction in decibel levels.

**Goal 13, target 3:** Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

**DIF:** The question for us is: how can sport make athletes and spectators aware of what they can do to help to reduce greenhouse gas emissions and participate in climate change planning and adaptation?

### What are we doing already?

- We are pointing out ways in which event organisers can raise awareness among individual practitioners and spectators through concrete initiatives and communication on site in the form of folders and in social media.
- In DMU, instruction is taking place at theme-based evenings in the individual clubs or at courses for officials at all levels, at DIF, TD elite and training sessions, as well as at courses on regulations, which the individual clubs hold for all active drivers and officials.

The best way of reaching out to a large number of sports practitioners and spectators is via social media and event enrolment, e.g. through an option for carbon offsetting for flights, in addition to the aforementioned option of providing special support for public transport and carpools. Another option could be to introduce certain initiatives at events that have a more indirect effect on greenhouse gas emissions, typically waste separation and reduction in use of plastic. Also handing out flyers to participants and spectators that describe how they are making a contribution could motivate them to go home and do the same in their own local

area and country. Here, sport, by virtue of its sheer size, could make a real difference. This approach was tested at the Canoe Kayak World Championships under the motto: "Truly Sustainable", which moreover also succeeded in conveying the close relationship between humans and nature at a highly popular campfire site and was enthusiastically received by the foreign participants.

Sport can also educate its practitioners in conjunction with everyday activities, at club level, on courses and at training sessions. This especially applies to internet forums and websites. It is part of the green federation concept, as illustrated in the example with DMU above.

### What more can we do?

- We can plan systematically to be prepared for general weather changes, such as rainy autumns, dry summers and storms, i.e. by adapting to climate changes.

It is foreseeable that more water in nature will create problems for outdoor sports. Golf courses under water and flooded forest areas and trails will require close cooperation between clubs and landowners to adapt in the best possible way. Events in cities should also operate more consistently with contingency plans for sudden weather changes, like what occurred during the Copenhagen Half Marathon in 2017.

DIF and the federations could train key people and ambassadors in the clubs to be entrusted with these dialogues. Warnings about inaccessible flooded areas can typically be issued via social media, club websites and direct emails. The same goes, of course, for flooded indoor areas, for which warnings are typically issued by the facility owners, who are often the municipality that the sport already works with in many areas.





# GOAL 14: CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES

The world's oceans – their temperature, chemistry, currents and life – drive global systems that make the Earth habitable for humankind. Careful management of this vital resource is not only essential for humankind, but also for mitigating the consequences of climate changes.

The world's oceans absorb approximately 30 percent of human-produced CO<sub>2</sub>, and ocean acidification has increased by 26 percent since the start of the Industrial Revolution. Marine pollution, which mainly originates on land, is reaching an alarming level. On average there are 13,000 pieces of plastic litter per square kilometre of ocean.

As mentioned earlier under Goal 12, sport as a whole can contribute towards lowering use of plastic and thus the quantity of plastic waste. A number of sports activities take place in connection with the sea and they could contribute further to efforts to conserve and secure sustainable use of the world's oceans. For goal 14 we have selected UN targets 1 and 2.

## SELECTED TARGETS (UNDER GOAL 14) THAT ARE RELEVANT TO SPORT

**UN Goal 14, target 1:** By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution

**DIF:** The question for us is: how can sport help to prevent and reduce marine pollution, e.g. plastic waste caused by land-based activities and nutrient pollution?

### What are we doing already?

- The federations which are certified as green tend to have a consistent approach to waste separation, and DIF supports the federations which choose tap water in cartons rather than plastic bottled spring water at events. See other points under target 12.4.
- We are issuing consultation responses to the marine strategy plan and Denmark's future maritime spatial plan.
- Sea-related sports are cooperating with authorities on limiting the discharge of wastewater into the sea, partly from harbours and partly from boats.

### What more can we do?

- Initiate research on sports articles manufactured in alternative materials to plastic; see other points under target 12.4.
- Step up public affairs activities and focus on the sustainable positioning of various marine activities with scope for biodiversity and recreational activities, including the future development of marine activities.
- Follow IOC and take part in the UN "Clean Seas" campaign.

As mentioned under Goal 12, sport as a whole can help lower use of plastic and thus the volume of plastic waste. Sport can primarily increase its efforts to substitute plastic with alternatives. Every sports activity could review its use of materials and consider alternatives to specific products (one general example would be replacing plastic bags with cloth bags), and the major sports organisations and funds could back the development of substitutes where there is still a need for attractive alternatives. Many sports articles are made of plastic and we need research to find alternative materials that share as many of the convenient features of plastic as possible.

In order to increase efforts to avoid emissions into the sea, sport could in a planning context initiate the installation of biogas plants at harbours.

The water sport federations are very eager to increase public affairs activities with a view to ensuring scope for both biodiversity and recreational activities when Denmark's future maritime spatial plan is adopted.

IOC has urged us to take part in the "Clean Seas" campaign:

"Millions of tonnes of plastic waste ends up in the sea every year, damaging water quality and the health of marine life. The majority of this pollution consists of single-use items, like plastic bottles and straws. Therefore, we feel strongly that the sporting world must respond to this crisis.

To turn our pledge into action, the IOC Sustainability Strategy has been the driver to implement practical, proactive commitments – from replacing disposable items with reusable ones at our headquarters and reducing single-use plastic at our events, to requiring our suppliers to demonstrate a commitment to avoiding single-use plastic."

IOC has offered to support our activities in this area. One measure in line with IOC's initiative could be to abolish the use of plastic bottled water and other single-use plastic at The House of Sport.

**UN Goal 14, target 2:** By 2020, sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans

**DIF:** The questions for us are: how can sport take care of marine and coastal ecosystems and ensure their protection? And how can sport take part in planning these protective measures?

#### What are we doing already?

- The Danish Canoe and Kayak Federation and the Danish Rowing Federation have made it an integral part of their training to educate each athlete to show maximum consideration – for example by avoiding vulnerable areas, such as rush growth, going ashore onto vulnerable, uninhabited islands, behaving quietly, and avoiding littering. Other water sports federations also tackle this by issuing material to managers, coaches and practitioners.
- Sports clubs and local representatives of sport today work together in many places with other organisations, clubs and authorities to ensure that sports activities are pursued in harmony with nature and that vulnerable areas are identified on a factual basis. This is the case, for example, with collaboration between surfers and ornithologists in certain localities.

#### What more can we do?

- Many federations with sports activities that take place in marine and coastal ecosystems could use a code of conduct and also communicate this to the non-organised and independently organised practitioners, above all tourists.
- We could support federations that want to work with sustainable coastal tourism via strategic efforts.







## GOAL 15: PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

Our lives are just as dependent on the land as on the sea when it comes to our nutrition and our livelihoods. Plant life provides 80 percent of our food and we are dependent upon agriculture as an important economic resource and for our development. Forests cover 30 percent of the Earth's surface and are vital habitats for millions of species. They are important sources of clean air and water, as well as crucial for combating climate change.

The SDGs seek to conserve and restore, for example, forests, wetlands and drylands by 2030. Promoting sustainable forest management, halting deforestation and planting new forests will also be vital for mitigating the consequences of climate change.

In 1989 Denmark set itself the target of doubling its forested area from approximately 10 to 20 percent. In 2016 the country's forested area had increased to 14.5 percent of the surface area of Denmark. This means we are making headway and should continue with afforestation, despite conflicts over areas. The role of trees in absorbing CO<sub>2</sub> and the recreational function of forests means that it is all the more important to reach the goal of 1989 given the knowledge we have now.

A number of sports activities take place in forests and on open land, which is why they can contribute towards efforts to conserve and secure the sustainable use of these types of natural area. For goal 15 we have selected UN targets 1 and 2.

### SELECTED TARGETS (UNDER GOAL 15) THAT ARE RELEVANT TO SPORT

**UN Goal 15, target 1:** By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements

**DIF:** The question for us is: how can sport design its activities to ensure maximum sustainability in its use of forest areas and open country?

#### What are we doing already?

- We are working on designing and organising sports activities to ensure that they are nature- and eco- friendly. See also goal 12 on code of conduct and information campaigns.
- The Danish Cycling Federation has a nature and trail committee that is focusing on sustainable experience tourism when establishing mountain bike trails.
- The Danish Equestrian Federation is focusing on developing sustainable agritourism as part of its strategic activities.

Some of the initiatives include avoiding vulnerable areas when organising orienteering events, or fortifying mountain bike trails so that the forest floor and adjoining ecosystems do not suffer any damage due to bike traffic. Volunteers from sport are cooperating with forest workers in many places to contribute towards sustainable management, and DIF has permanent seats on the state forest user councils. When it comes to developing agritourism, the desired aim is for those who manage the land to produce sustainable raw materials that are sold in parallel with stays for visitors and, for example, horses.

#### What more can we do?

- Exchange more experiences within the framework of our international cooperation with ENOS and IOC; see target 6.5.
- Increase efforts to develop sustainable experience tourism via strategic cooperation with various federations.

The sustainable organisation, design and development of sports activities and experience tourism is a matter of international interest, which is why we need a livelier exchange of experience

with like-minded countries. At the same time, we can also promote such efforts via strategic partnerships with the federations.

**UN Goal 15, target 2:** By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally

**DIF:** The question for us is: how can sport promote the sustainable management of forests and afforestation?

#### What are we doing already?

- We are training our volunteers in the state forest user councils to be receptive to the factually based demands presented by forest workers and other organisations.
- We are appointing members to the user councils for afforestation projects.

Voluntary representatives from sport who sit on the user councils primarily have competence that lies within their sport and should therefore be receptive to the fact-based demands presented by

forest workers and our cooperation partners. In other words, sport should be accommodating, for example, towards plans set out by the user councils for establishing trails and other facilities around important nest trees or other sensitive areas. One of the goals of sport – as well as the state – is to expand forested areas, and DIF is appointing representatives to the user councils being set up in connection with afforestation projects.

#### What more can we do?

- We can push for user councils to be established in private forest areas.

DIF assumes that people engaged in outdoor pursuits in natural areas are appreciative of nature and are therefore willing to contribute to the conservation of forests and to the establishment of more forest areas. Of the forested areas in Denmark, approximately 20 percent are publicly owned and 80 percent privately owned. Thus, it makes good sense to push for user councils in private forest areas to also be able to train volunteer users to contribute to sustainable management and afforestation.





# GOAL 16: PEACE, JUSTICE AND STRONG INSTITUTIONS

**DIF:** The question for us is: how can we use sport and club life to support the development of peace, justice and strong institutions at all levels?

## What are we doing already?

- On a general level we are continuously contributing – from the bottom up – via membership democracy and democratic education in the clubs/civil society towards building democratic institutions and peaceful relations, both locally and nationally.
- Via our club model we are contributing to:
  - Democratic education (teaching about members' rights, election processes, committee work, etc.).
  - Democratic dialogue (teaching about how to handle disagreement, express criticism, protect minorities, etc.).
  - Democratic control in institutions (teaching about control in clubs, which can be extended to voter control in institutions – also internationally).
  - Trust in/relationships with each other (e.g. greater social capital and "peace" via relationships across social, economic and value-related differences).
  - Trust/participation in public institutions (engagement in club life involves participation in e.g. public committees for institutions, public debate and electoral participation).

With 1.9 million members in approximately 9000 local clubs, DIF, together with its clubs, is one of the key actors in democratic and educational club life. Voluntary communities in clubs borne by over 500,000 volunteers are a linchpin of Danish democracy. These everyday communities are where ordinary Danes meet throughout the year and exercise democracy and participation, learn about social norms in everyday life and build ties with others across divides.

## What more can we do?

- By developing and preserving the Danish club model, we can ensure that Denmark 1) can be preserved as a peaceful and just democratic society and 2) can help take the lead from this starting point.
- We can adapt and develop our club democracy even more with regard to supporting democratic education and participation, in order to accommodate the challenges facing democracy, such as, for example, the increasing tendency towards pocket democracy in a fragmented media landscape. This would relate to target 16.7: "Ensure responsive, inclusive, participatory and representative decision-making at all levels"

Denmark is among the leading countries when it comes to democratic participation – formally and also informally. Club life has played a large role in this, both in developing formal participation (election processes and election participation) and, equally important, informal participation (democratic dialogue). Club and sports life not only strengthens the identity, well-being and competence of the individual citizen, but also strengthens the members' engagement in society.



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