

# Environmental Commitments

## International Sport and Culture Association

by Raphaël BOUJU



## Table of contents

|   |  |             |
|---|--|-------------|
| <b>Introduction</b>   |  | <b>p.4</b>  |
| <b>I) International Sport and Culture Association</b>   |  | <b>p.5</b>  |
| <b>II) UFOLEP: Global Strategy of Sustainable development</b>                                 |  | <b>p.6</b>  |
| A) Welcome to UFOLEP  |  | p.6         |
| B) Sustainable Development National Commission (SDNC)   |  | p.7         |
| 1) Missions   |  | p.7         |
| 2) Objectives   |  | p.8         |
| C) Guidebook of Sustainable Manifestation   |  | p.9         |
| D) Raid'spect Nature  |  | p.11        |
| 1) Adventure race   |  | p.12        |
| 2) Showroom   |  | p.12        |
| 3) Exhibition "Sport Nature, Sport qui Dure"  |  | p.13        |
| <b>III) Unione Italiana Sport Per tutti</b>   |  | <b>p.14</b> |
| A) What is UISP?  |  | p.14        |
| B) Vivicittà 2007 "Primo l'ambiente"  |  | p.15        |
| 1) Vivicitta Environment Commitment   |  | p.15        |
| 2) Experimental Green Cities  |  | p.17        |
| <b>IV) Jugend für die Umwelt und Sport</b>  |  | <b>p.19</b> |
| A) What is JUUS?  |  | p.19        |
| B) First step: Network in Sport and Environment: <a href="http://www.juus.de">www.juus.de</a> |  | p.21        |
| C) Second step: Abenteuer JUUS  |  | p.23        |
| <b>V) IRSH "INTELEKTUALET E RINJ, SHPRESE"</b>  |  | <b>p.25</b> |
| A) Introducing IRSH   |  | p.25        |
| B) "Play Green", the voice of Albania to save green space...                                  |  | p.27        |
| 1) What is "Play Green"?  |  | p.27        |
| 2) Action Plan  |  | p.28        |
| 3) IRSH Needs   |  | p.28        |
| <b>VI) The Czech Sokol Organization</b>   |  | <b>p.29</b> |
| A) What is SOKOL?   |  | p.29        |
| B) Central Sokol School and Section of Living in the Open                                     |  | p.30        |
| C) The Blackhood Ability Race   |  | p.30        |

|              |  |             |
|--------------|--|-------------|
| <b>VII)</b>  | <b>Union Barcelona of Association of Sport</b>           | <b>p.32</b> |
|              | A) What is UBAE?   | p.32        |
|              | B) Quality department                                    | p.33        |
|              | C) Environmental Commitments                             | p.34        |
| <b>VIII)</b> | <b>Uganda Theatrical Groups and Artists' Association</b> | <b>p.37</b> |
|              | A) UTGAA in few words                                    | p.37        |
|              | B) Sustainable development within UTGAA                  | p.38        |
| <b>IX)</b>   | <b>COMPENSAR</b>   | <b>p.41</b> |
|              | A) Discover COMPENSAR                                    | p.41        |
|              | B) COMPENSAR organization                                | p.42        |
|              | C) Another way to discover nature                        | p.43        |
| <b>X)</b>    | <b>The Icelandic Youth Association</b>                   | <b>p.45</b> |
|              | A) UngMennaFélag Islands: UMFÍ                           | p.45        |
|              | B) A brief history of UMFÍ                               | p.45        |
|              | C) Environmental background                              | p.46        |
|              | <b>Conclusion</b>  | <b>p.49</b> |
|              | <b>Contact</b>   | <b>p.50</b> |



## Introduction

The story of humanity is closely linked to our co-existence with the environment and its fluctuations. Our societies have historically used land, agriculture, water, wildlife and natural resources to improve our lifestyle. Growth has proceeded with limited consideration for sustainable practices. The unsustainable use of natural resources has created a considerable inheritance for future generations. Now, our earth is asking for the “bill”. This paper will summarize what ISCA member organizations (non-governmental sport organizations) are doing to address the challenges posed by climate change and global warming.

The “bill” to be paid by this and future generations will require cooperation on a global scale – a cooperation rarely seen on most societal issues. Climate change and global warming are now scientific facts and are two key parts of the “bill” we all must pay. The challenges they pose demand behavioral changes which are particularly difficult for developing nations to fulfill. More than one hundred islands of the Pacific Ocean have asked for relocation because of the current and anticipated ocean level rise. Humans have contributed to the loss of more than 35 % of earth’s natural biodiversity. Consumption of fossil resources, most notably oil, is still on the rise. Significant changes in human behavior are necessary for us to balance the impact of our natural resources consumption with the needs of future generations.

“Sport for All” organizations have long been active in promoting social and behavioral changes on a mass scale. The responsibilities of such organizations have for a long time included the environment and related issues. ISCA member organizations are taking up the challenges of today by adopting an environmentally-friendly approach in which sport and nature are interrelated. Sport is generally defined by its mass spectator appeal. However, “Sport for All” relates to leisure and recreational sports practiced by men and women like you and me. Therefore, it is appropriate that ISCA, with more than 30 million members worldwide, uses its position to promote harmonious co-existence between sport and the environment.

This report is not a “statement of advice” to be greener in our daily life. It is a global overview of environmental commitments of ISCA member organizations. While this report highlights existing commitments, its underlying purpose is to create a platform for environmental change among “Sport for All” associations and networks. This report follows the memorandum of understanding signed in 2003 between the International Sport and Culture Association and the United Nation Environment Program (UNEP). ISCA is prepared to further lead and represent “Sport for All” associations in an international network that addresses issues related to sport and the environment.

### What is ISCA?

The International Sport and Culture Association (ISCA) is an organisation bringing together sport, culture and youth organisations from across the globe. ISCA believes that international activities such as festivals, exchanges and sports tournaments are an unrivalled means of creating international understanding, and that everyone should be given the chance to participate. We call this **Sport and Culture for All**

ISCA's philosophy is that sport is not just about competition and exercise, but also involves having a good time and making friends. Moreover, sport regulates social behavior and creates a feeling of belonging – which in turn leads to a strengthening of democracy.



Photo: ISCA

ISCA was created in 1995 with the purpose of:

**Supporting cross-border understanding through sport and culture**

**Promoting sport as a bearer of cultural identity**

**Encouraging the broadest possible participation in sports and cultural activities for affiliated members**



Photo: ISCA

To fulfill these objectives, ISCA concentrates on three key areas - activities, education and policy-making. As well as promoting events and educational programs, ISCA takes a full role in the public debate on sport and culture and strives to influence policies in these areas. Overall, ISCA endeavors to improve the general health and well being of individuals in society. Created with the aim of providing an alternative to the increasingly performance-based attitude of the international sports federations, ISCA has grown rapidly since its foundation in 1995. Today, the organization has more than 130 affiliated member organizations (primarily non-governmental) in four continents and more than 30 million individual members.



Photo: ISCA

ISCA, thanks to its partnership with the United Nations Environment Programme, takes an active role in environmental protection with regard to sport. ISCA is also prepared to lead a second stage of collaboration with UNEP with regards to sport and the environment.

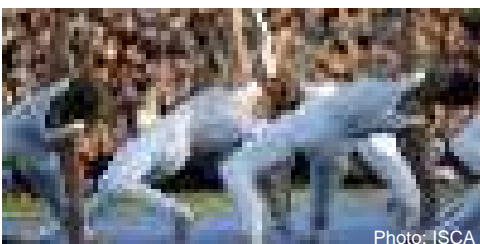


Photo: ISCA

### A) Welcome to UFOLEP

UFOLEP was founded in 1928 within the '*La Ligue Française de Enseignement*'. Founded in 1866, '*La Ligue*' is a major French organization in charge of non-formal education. This includes: school, holidays, culture, ideas, communication...and sport.



The purpose of UFOLEP is to set up popular and civil forms of sport participation and physical activity and to work towards humanistic projects using sport and through sport. Because UFOLEP was developed within 'La Ligue', (the education system), different goals in various areas within sports were created. This enables the promotion of ideals such as the importance of fair play, the development of skills, self-development, health, enjoyment, socialization, international relations, respect for others, respect for the rules, competition, sport for all, and working towards international cooperation whilst maintaining local development.

Currently UFOLEP comprises of more than 500 000 personal members and coordinates 10,500 associations. All over France, UFOLEP provides opportunities to practice around 100 different activities, sport for all and competitions - 35 of them organized at a national level. Basically UFOLEP allows sportsman and woman to practice their favorite sport at any level. UFOLEP encompasses every kind of social group including youth, families and seniors.

Through its different activities UFOLEP aims to:

**Take an active role in all of French territory**

**Ensure education acknowledges the contribution of sport at all levels**

**Affirm its identity**



Photo: UFOLEP



Photo: UFOLEP

In order to reach these objectives, UFOLEP has formulated several action plans and working groups notably in the fields of "Women and Sport", "Youth", "Disabled Sport", "Health and Sport" and "Environment and Sustainable Development".

Since 2003, UFOLEP has adopted a number of ambitious environmental objectives. It has committed itself both to manage and to reduce the environmental impact of its activities, to educate sportsmen and women, and to provide the communication tools needed to foster responsible civil behavior.

UFOLEP strongly believes that attaining sustainable development is one of the main challenges of the current century. In France, UFOLEP was the first multi-sport organization to become involved in environment issues.

For the past four years UFOLEP has maintained a comprehensive national environmentally friendly policy which is implemented by a working group called: **“The Sustainable Development National Commission” (SDNC)**. This commission steers most environmental events, actions and policies within UFOLEP.

## B) Sustainable Development National Commission (SDNC)

As mentioned, the commission was founded by UFOLEP in 2003, and was well received by national government, local councils, and sportsmen and women themselves. At the time, the French government was beginning to fund environmental projects and the French Olympic Committee released its first “Agenda 21” on sport.

These events contributed to prompt UFOLEP to take action to manage its sporting activities with greater environmental considerations. Within this framework its first action was to create the SDNC, in order to build on and manage UFOLEP’s environment policy.



### 1) Missions

Since 2003 SDNC has structured its actions and goals to define a strategic plan. Thus, UFOLEP follows 3 main policy areas in relation to development.



### National policy regarding sustainable development

The “National Plan for Development” determines UFOLEP’s general policy. It sets up and defines policy, projects, communication, actions, and events invested in by UFOLEP over a four-year period.

Since 2003, environmental considerations have formed part of the plan. Thus, one of SDNC’s main tasks has been to describe and define the plan’s environmental policy.

## Planning an annual program for actions and projects

Through the National Plan for Development, the SDNC sets up activities and events linked to sport and the environment. The purpose of this mission is to take real action and to turn goals into activities or events. As *Arnaud Jean* likes to say, "Discussion is necessary but action is compulsory".



## Adviser to other organizations, council, and lower levels of UFOLEP

This group is composed of volunteers who have skills related to or an interest in sustainable development. The third mission of the SDNC is to advise councils, other levels of UFOLEP and sportspeople about environment issues. This advice can be put in practice through events, meeting or comprehensive policy.

## 2) Objectives

UFOLEP believes that without specific objectives it is impossible to build a strong and efficient organisation. Thus, it has formulated three main objectives to guide its growth.

**Forge new partnerships** with environmental organizations in both France and Europe in order to build an efficient network.

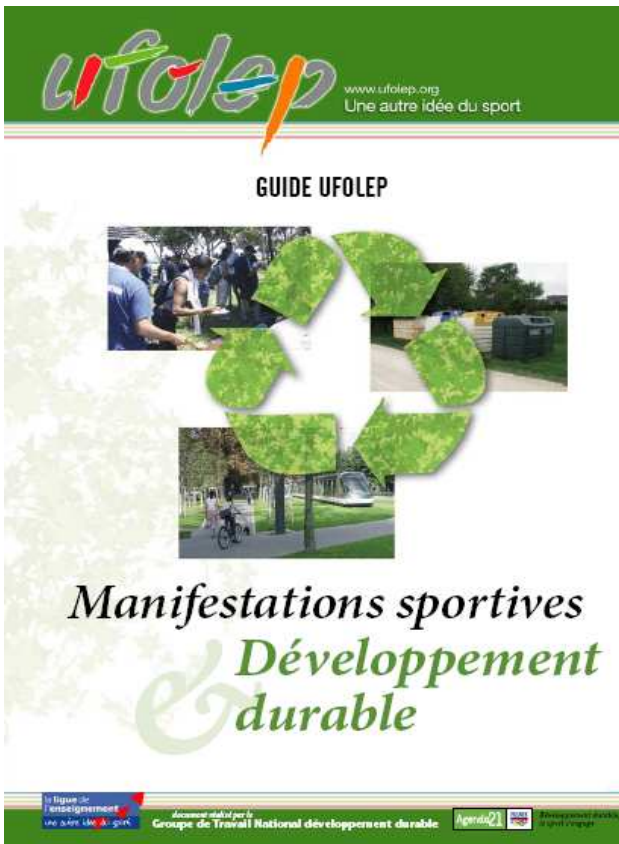


**Set up an overall environmentally-friendly policy** in all actions, events or manifestations organized by UFOLEP

**Become the nation's leading sports organization** with regard to environmental issues



Since 2003, the Sustainable Development National Commission has been working on various environmental projects in order to fulfill its goals. UFOLEP has already implemented more than ten initiatives regarding sport and environment, notably the “Guide des Manifestations Durable” and “Raid’spect Nature”.



### C) Guidebook of Sustainable Sport Events

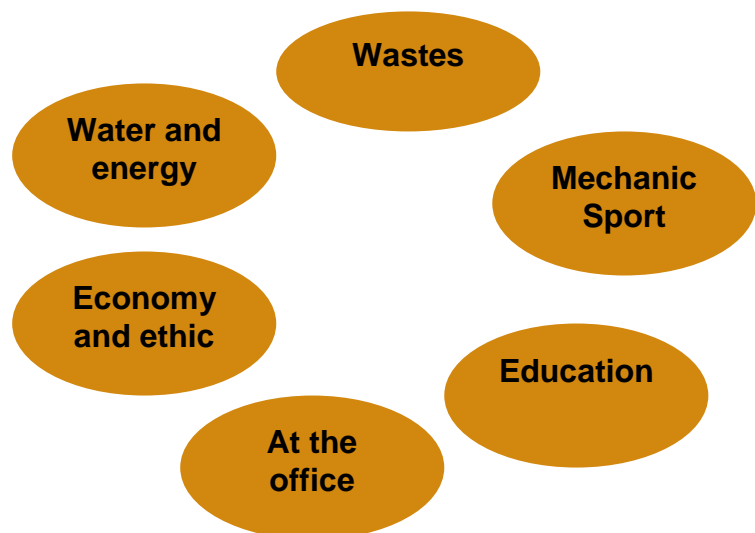
Before this guidebook came into being to many events organized by UFOLEP were not environment efficient, and no guidelines existed to manage sporting events with environmental considerations. The guidebook is designed to increase environmental awareness within UFOLEP and also provide an efficient tool to organize environmental friendly events. Arnaud Jean, Executive Director of UFOLEP said:

*“This is an operational and practical guide to setting up events. It is a statement of advice to help organizers, sportsmen, politicians and councilors to respect nature, wildlife and biodiversity”*

#### Guidebook layout

This guidebook is divided into nine main sections. Each section relates to different environmental issue sporting events have to cope with. The first three parts relate to areas directly linked to an event’s organization such as transport, situation and food / drink.

The six other sections are dedicated to help people respect the environment by taking small and easy steps. The guidebook includes the following items:



In order to provide a better idea of UFOLEP’s commitments, the first three sections are detailed below.

## Transportation

Everybody knows that road transport is a major contributor to air pollution and greenhouse gases emissions. Sporting events attract people from all over the country, which means lot of individual transport. In this guidebook, UFOLEP details new solutions to limit greenhouse gas emissions during sporting events. Called the "Guide des Manifestations Durable" it puts forward a number of suggestions regarding the organisation and running of such events.

During the event's organization, **try to limit your personal car journeys** - use the Internet or phone instead whenever possible.

Ensure there are plenty of signs directing participants to your event, to ensure all vehicles take the most direct route and avoid detours.



**Use public transport** both to travel to the event and during its organization

**Inform your members** about the various public transport options they have.

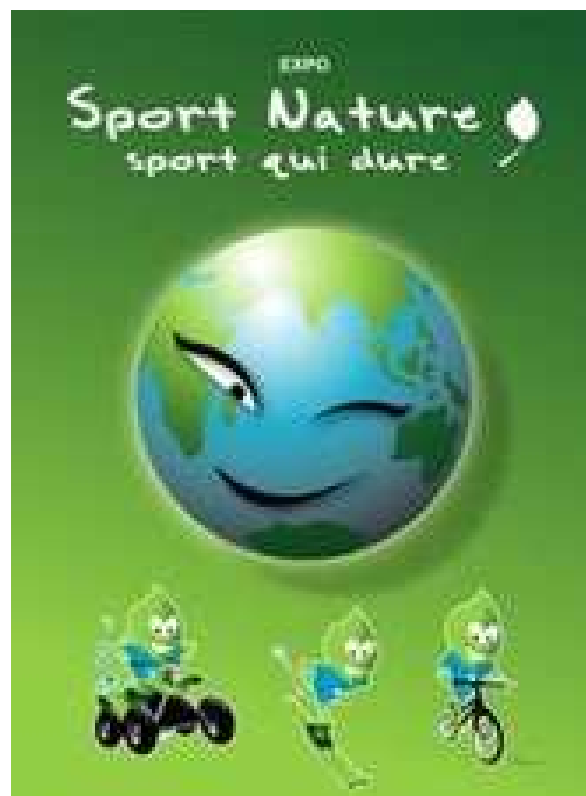
**This section provides both practical and theoretical advice to encourage responsible behavior and avoid energy waste.**

## Site Management

The second part of the guide is dedicated to giving advice about managing the facility where the event takes place and limiting environmental damage to fields, woodland and soil. Organisers are advised to take a number of factors into consideration including:

- **Avoid sites with rich biodiversity growth.**
- **Create and provide participants with a map** detailing the places they are allowed to go and those that are out of bounds.
- **Use recyclable material for your signs**

After each section, the guidebook provides examples of best practice to show that advice can be made reality.





### Food and drink

Food and drink provision is, along with road transportation, one of the worst contributors to environment damage. Food provision produces lots of waste and uses lots of oil. Organizations need to be aware of what food is offered and ensure that it is healthy and ecological. The guidebook provides plenty of advice in this area, including

- **Encourage consumption of ecological, “fair trade” food**
- **Use tap water rather than bottled**
- **Choose drinks with re-useable bottles**
- **For health reasons, avoid alcohol**
- **Offer fruit and vegetables rather than e.g. chocolate**

Following this advice will help you limit your event’s environmental impact and help participants stay healthy. However, UFOLEP does not intend to make its guidelines compulsory for all UFOLEP events. It hopes people will change their behavior voluntarily.

This “Guide des manifestations durable” is printed on recyclable paper with an initial print run of 3000 copies. It is distributed to UFOLEP executive committees, UFOLEP member organizations and sportsmen and women. It is intended to be introduced in local councils, schools and other places that play an active role in sport and non-formal education. UFOLEP has set up strong partnerships to run this project notably with **UNESCO**, the **Nicolas Hulot Foundation** and various French bodies. All these partnerships are a sign of coherence, efficiency and the relevance of UFOLEP’s commitments.



### D) Raid’spect Nature

UFOLEP strongly believes that if people take care of the environment during their sporting activities, there is a good chance that they will do the same in everyday life.

**UFOLEP believes that turning words into action is necessary to change patterns of behaviour.**

As an example, the SDNC and UFOLEP “Rhône-Alpes” decided to construct an environmentally-friendly adventure race over two days. This led to UFOLEP holding one of the “greenest” sports events ever held in France. Sportsmen were also invited to an exhibition entitled “Sport Nature, Sport qui Dure” as well as an environmental showroom.



Photo: R. BOUJU

## 1) Adventure race

This race took place in Hauteville-Lompnès in France (01). This area is located in a low mountain range to the south east of Lyon. Held in this first weekend of June, its purpose was to allow competitors to practice outdoor sport while focusing on responsible behavior. The UFOLEP-organized race involved two days of outdoor activities including orienteering, running, canyoning, mountain biking and archery. More than 80 sportsmen and women participated to the race.



Photo: UFOLEP

All these activities were organized with environmental concerns at the fore. UFOLEP provided, in partnership the local producers, organic and ecological food and drink for the participants.



Photo: UFOLEP

The entire event was monitored by an environmental NGO in order to protect areas of rich biodiversity. Security staff rode green motorbikes, the awards were T-shirts made from biological cotton and provided by a “green” sports company. All participants were encouraged to reach the event by train, bus or to share their car.

In order to determinate the environmental impact of this weekend UFOLEP set up an evaluation in partnership with Lyon university. The event was supported by the SDNC and set up by regional UFOLEP member bodies. Feedback regarding the race and the environmental impact has been really positive, especially from the sportsmen and women involved. UFOLEP believes this event has paved the way for similar sustainable events in France.

## 2) Showroom

UFOLEP believes that one of the most efficient methods of initiating coherent action is to be involved in a network. This is why it built, especially for this event, new and strong partnerships with Environmental NGO's, green sports companies and local organic food producers. UFOLEP offered to these partners the possibility to show and to sell their products during the weekend. Thus, the gymnasium of the town welcomed both participants and the environmental show room.

The purpose of this showroom was to allow the different organizations to introduce their work, their involvement and their philosophy. A leading green sport company has been also allowed to sell their products and to propose technical tests regarding running shoes.

UFOLEP believes that if people see NGO's, producers and company involved in environment protection and education all working together in the same place, they will view the product positively and understand that alternative economic means are available which respect the environment and promote good social practice.

### 3) Exhibition “Sport Nature, Sport qui Dure”

In 2003, UFOLEP realized that apart from its guidebook it was lacking the tools to educate people. Thus, UFOLEP “Rhône-Alpes” decided to set up an exhibition in order to educate people to adopt green and responsible behavior. The purpose of this exhibition was to become the keystone of national environmental communication.



Photo: R. BOUJU

The main idea was to create an efficient tool to increase environmental awareness through sport. The target group of this exposition was all sportsmen (young, family, adult...), councils and as well the different executive committees of UFOLEP.

Basically “Sport Nature, Sport qui Dure” is divided in three mains parts. The first shows the actual activities and their impact on the environment. This exhibition picked three sports, all of which have a huge impact on nature and wildlife: skiing, mountain biking, and quad riding.

The second part is important, as it encourages us to think about our actions and what will become of our world if we carry on this kind of non-responsible behavior. A big “Stop” sign stands in the middle of the exhibition asking the question “**Can we keep going on like this?**”. The last parts suggest new behaviors to limit our environmental impact when we skiing, mountain biking or riding a quad.



Photo: R. BOUJU

This exhibition was inaugurated in Hauteville-Lompnès, during the weekend of June 2 and 3. It then travelled through France in order to reach the most possible people and to spark an environmentally-friendly dynamic.

UFOLEP, thank to this exhibition, has been proud to receive the support of lots of different partner like Quechua (Outdoor Company), Foundation Nicolas Hulot (first environmental NGO in France), UNESCO, Disney etc.

**A) WHAT IS UISP?**

The UISP (Unione Italiana Sport Per tutti) is a “Sport for All” association with the aim of extending the right to practice sport to everyone. “Sport for All” has strong connections with health, life quality, education and social relations. UISP places a central importance on the single person, the citizen, women and men of all ages. Each person has their own rights, motivations, and differences, which have to be recognized and evaluated.



UISP has over 1,000,000 active members and more than 14,000 affiliated sports clubs. UISP is present in all Italy’s regions and cities: 160 regional and local committees are engaged in 26 sports disciplines.

**WHAT DOES UISP DO?**

Our mission is to demonstrate that "another sport is possible". This not only means developing cultural innovation, but also transferring such innovation into technology, methodology, organization and experimentation.

UISP, through its initiatives, aims to give value to the many faces of sport – from the competitive (with particular attention to dilettantistic and amateur sport) to the spectacular, and from the instrumental (sport for health, well-being, and environmental protection) to the expressive (collective and individual practices outside traditional sports structures).

UISP aims to expand on the different faces of "Sport for All" and their social value. The topics of solidarity, inclusion and socialization are all themes of UISP projects. Ahead of any verbal language, sport’s social and cultural value can become a true meeting point for different cultures and ideologies. UISP aims to achieve integration between different cultures and peoples by using sport as an instrument of socialization.



In accordance with these goals, UISP aims to foster and increase environmental awareness. Like UFOLEP, a working group is in charge of building new projects about environmental protection through sport. This group is called the “UISP Environment Commission” and has been in existence since 2004, steering various environmental projects including the Vivicitta “green race”.

## B) Vivicità 2007 “Primo l’ambiente”

VIVICITTA is a world-renowned Italian-founded race which takes place every year all over Europe and in other cities around the world, which has today become a leading world peace and solidarity movement. It seeks to create awareness on the plight of marginalized peoples from different parts of the world. Each year, VIVICITTA chooses a city that is in crisis to support. In the past, the VIVICITTA has run for the suffering people of Bangladesh during the bombings of 2000, as well as for peace in Lebanon and Sarajevo.



Vivicitta 2007 was dedicated to one of the most important issues of our century namely, environmental protection.

The UISP Environmental Commission worked for one year to organize this race, which took place on April 15 in more than 40 cities in Italy as well in big cities in Europe, South America and Africa. In Italy, all starts happened at the same time - 10 o'clock am - nationwide.

**The start, covered by national radio, allowed more than 80 000 people to run 12 km through participating cities.**

### 1) Vivicitta Environmental Commitment

The UISP Environmental Commission has pledged to send out a strong message to sportspeople in order to foster sustainable development. The overall goal of its variety of environmental actions was education. Thus, this 2007 edition was called “**Primo l’ambiente**” which means “Environment First”. Massimo Tossini, Executive Director of the UISP Environmental Commission explained that they decided to give this name to Vivicitta 2007 to show that the only winner of this race will be the environment. It sent a huge signal to local councils, national government, sport organizations and also sports companies. Vivicitta is intended to spark a comprehensive environmentally-friendly dynamic in the daily lives of sportsman and woman. UISP hopes it will persuade the government and local councils to take note. We can understand the environmental benefit of more responsible behavior taken by more than 80,000 people in Italy. But in addition, UISP set into place practical measures to limit environment damage during the race.



## Use more public transport

In order to foster the asset of public transport and above all to reduce the greenhouse gas emissions from personal vehicles, UISP negotiated special partnerships with public transport companies in all cities, which welcomed *Vivicitta*. The result was the possibility for all runners to use, for free, public transport to reach and to leave the race. Thanks to this, many tons of CO<sub>2</sub> have been saved.



Photo: UISP

## Green communication

The UISP Environmental Commission took an active role in promoting environmental protection during this *Vivicitta* 2007 edition. Indeed, UISP was in charge of establishing all the communication related to the event. Thank to the advice of the commission they used only recyclable equipment, signs and papers. All flyers, material and application forms were printed on recyclable paper with ecological ink. Moreover, signs were built with recyclable material. The 80,000 chest straps for the competitors were made from "cartotecnico tyvek", a recyclable material. The same policy was used for the 120 km of street tape. Moreover, 100,000 glasses used for drinks were also ecological and 100% biodegradable.



Photo: UISP

## Training program

For this occasion, the UISP Environmental Commission set up an environmental training program to organizers of *Vivicitta*. In order to provide the most efficient tools to the organizers, UISP built strong partnerships with two Italian environmental NGO's, and the training was provided by professional, environmental workers.

The purpose of these courses was to give advice to organizers regarding the way to hold the greenest event. Information was provided about the critical issues that organizer had to be aware of, like waste, water pollution and green house gas emissions. During this training the best way of running was studied in order to find the most efficient departure and arrival regarding public transport and parking.



Photo: UISP



## 2) Experimental Green Cities

As we explained, Vivicitta took place in more than 40 cities in Italy. The UISP Environmental Commission decided to focus on nine cities and to experiment with new environmental projects. The purpose was to create the best environmentally-friendly events in order to analyze ways of compensating for environmental damage.

### Environmental Analysis

A fundamental part of the projects in the nine cities was dedicated to environmental impact analyses, focusing on the departure and the arrival, and particularly waste. The waste near the route of the race was checked and counted.

The result of this work will be studied and UISP is ready to take up the challenge to reduce its impact by 25% in the next race. The society "Point 3 of Ferrara" played an active role as adviser and coordinator of this project.

### Environmental Education

Near the point of arrival of the nine races, runners found information regarding environmental issues. Stands were managed by local Environment I agencies to advise people on best practices concerning sustainable development. The main idea was to persuade people to become greener on their daily life. To do so, it focused on the special target groups of runners and their families. Supporters were also most welcome to take part in discussions and games proposed on the stand.



Photo: UISP

### Compensate for CO2 emissions

Thank to a questionnaire regarding transportation, UISP had been able to estimate the CO2 emissions caused by the entire race. Runners were asked about how many kilometers they have traveled to reach this event and what kind of transportation they used. The CO2 emissions from public transport and security staff were also considered. As a result UISP announced that the entire race produced around 2200 tons of CO2. In order to compensate for this, UISP set up a special partnership with "Lifegate-Impact Zero".

In collaboration with this NGO, UISP provided the budget to allow the reforestation and protection of a Boschiva area of 1.532 mq in Costa Rica. This approach is a wonderful and efficient way to limit global warming.

### Local water networks

In Ferrara, Parma, Genoa and Rovereto the water offered to the participants directly came from the city aqueduct in order to give a good example of water network valorization. It also provided a good example of sustainable development by turning the sentence "Think Global, Act Local" into action.



Through this race and the experiments in nine cities, UISP for the first time began a really ambitious project regarding both environmental protection and education. The Vivicitta 2007 races were the first step of a comprehensive commitment by the Italian Federation. Indeed, UISP will increase its involvement and to do so, extend its environmental experimentation to 10 other cities. By using results of the 2007 analysis, UISP will be able to set up proper objectives to run the Vivicitta race in 2008.

UISP's Environmental Commission aims to continue its work in this area and forge new partnerships.



Beyond Vivicitta, UISP aims to spread its involvement to other levels of sport and federations. To achieve this, the commission has started a new project linked to renewable energy. This project will start next year with the purpose of fostering renewable energy in sport facilities such as gymnasiums, swimming pools and fitness centers.

The UISP Environmental Commission aims to allow these sport facilities to be supplied with renewable energy from windmills and solar batteries. This project should start in 2008 in partnerships with different Italian environment NGO's.

The 'Impatto Zero' logo features a stylized figure holding a plant. The text reads 'Impatto Zero®' and 'Il primo progetto italiano che concretizza il Protocollo di Kyoto'.

Last point but not least, it is interesting to note that UISP's environmental philosophy involves local associations, local people and at the same time tries to have a global vision of environmental issues. This manifestation respects all UISP's principles and gives a good idea of the practical implementation of the concept of sustainable development.

Unione Italiana Sport Per tutti



## A) What is JUUS?



JUUS is one of the most efficient tools in Germany to educate and to bring together sport and environmental issues.

**JUUS is a network, which has been set up thanks to a strong partnership between a German youth Environmental NGO (NAJU) and the main German Youth Gymnastic federation (dsj).**

Youth from both organizations decided to work together and to share skills to create a virtual and a practical center, where good behavior, related to sport and environment, will be put forward. Thus, JUUS was born. But now and since its creation, JUUS developed new approaches and diversified its skills in order to turn wishes and wills into action. As you understand the first step of this collaboration was to create a network which became a website in September 2005.

But, beyond that point the executive committee of JUUS decided to go further, and after the accomplishment of [www.juus.de](http://www.juus.de), they decided to offer and to provide new services to young people in both federations. Thus, JUUS had been evolved in Abenteuer JUUS.

In order to give you the entire information about JUUS and its evolution we are going to introduce all the different steps, which have driven JUUS to that point. Going deeper in this subject, you will find a brief description of the purpose and the development sectors of NAJU and DSJ.

### NAJU - German Youth Association for the Protection of Nature

NAJU is the biggest environment organization for young people in Germany. It offers a framework for children and young adults aged 6 to 27 to protect nature and environment. The emphasis of NAJU's activities lies on environmental education and practical nature conservation.



Teenagers and young adults in NAJU participate in exciting competitions. Internet based games on rivers, creeks and the ecology of human habitats, provide practical exercises to improve their knowledge and skills. In partnership with the Youth Sports Association, NAJU members investigate the impact of various sports on our natural environment. NAJU also arranges international exchanges. Here teenagers and young adults can gain valuable experience about people, culture and natural habitats in partner countries.

## Dsj - Deutsche Sport Jugend



The German Sports Youth (dsj) is the youth organization of the German Olympic Sports Confederation (DOSB). It represents the interests of its member organizations on national level (16 youth organizations of the Land Sports Confederations, 51 youth organizations of the national sport governing bodies and 10 youth organizations of federations with particular tasks). It advocates the interests and needs of all young people organized in sports.

The DSJ is active both in the field of youth and sport policy. It aims to contribute to the personal development of young people, foster their social abilities and encourage the social commitment of children and young people.

Working with young people in sports means educational work. Following this motto the dsj offers numerous activities, which exceed training and competition and are open to all children and young people. The dsj is involved in the development of up-to-date youth and educational policy schemes, trying to cooperate on a basis of partnership with other social groups, ministries, parliamentary bodies and political parties. By committing themselves to educational work, the dsj tries to contribute to international understanding, support the process of growing unity in Europe, and stands up for internal and external tolerance. *Text derived from dsj web site.*



Photo: JUUS



Photo: R. BOUJU

### Context

Here we have philosophy and development axes of NAJU and dsj. In 2004, these federations decided to work together in order to share skills and both educate people and protect environment through sport. To go further this wonderful idea of a strong partnership, Youth from both federations decided to create something new in the field of Sport and Environment.



Photo: JUUS



Photo: JUUS

## B) First step: Network in Sport and Environment: [www.juus.de](http://www.juus.de)

In 2004, Youth from both federations began to explain their wills to do something together. In this purpose they decided to organize a meeting in order to define accurately their wishes, hope and needs. The first meeting took place in 2004, people from both federations were invited to discuss about the main theme that the future network will have to focus on.

### JUUS executive committees

Beyond this meeting, they also decided to create an executive committee to manage next steps. Young who belong to the executive committees come from both federations. Basically this group is composed with three part-time workers (one of the NAJU, one of dsj and one external free-lancer). Besides that JUUS can trust in a powerful and efficient task force composed by another seven people working voluntary. JUUS executive committees get together four to five times a year to speak about the next steps to go. Thus, between January and September 2005 the working group worked to turn wishes into action formulated during the meeting. The main work was to create practically the network and to find a way to use and manage it. This Executive committee decided to create a web site in order to reach their goals.

### [www.juus.de](http://www.juus.de)

The network found a practical aspect and got a name: "Jugend für Umwelt und Sport". This network is available for everyone on [www.juus.de](http://www.juus.de). Once, the name and the communication tool set up, youth from JUUS have had to define missions, goals, philosophy and target group. Thus, we can give a brief overview of JUUS's missions.

**Build a network of experts and people of both organizations**  
**Sensitization of young people for sports and nature**  
**Organizing conference**  
**Creating [www.juus.de](http://www.juus.de)**

By means of conferences and Internet domains, young people and experts are brought together and two different youth-organizations are demonstrating their willingness and ability for close cooperation in this joint project.

The purpose of [www.juus.de](http://www.juus.de) is to give an overview of good environmental practice through sport. The main idea is also to share skill and experiences about sport and environment. Practically, people from both federations, which had been involved in some kind of eco friendly events, had the possibility to write a description of their manifestation. Then, people could easily reproduce the same kind of commitment in their own practice.

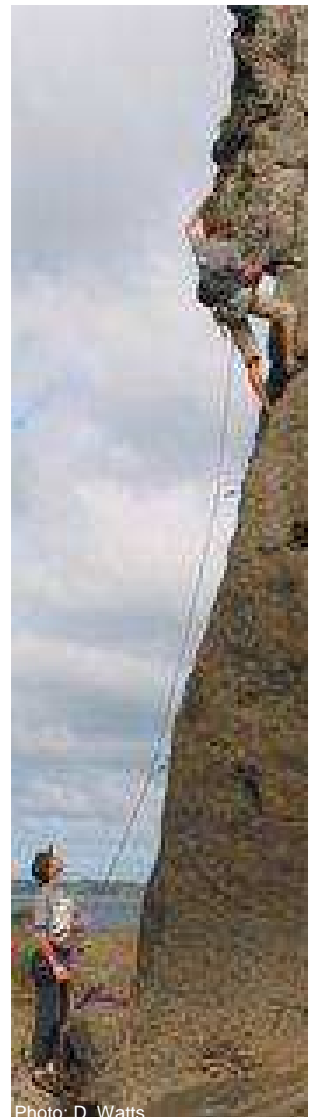


Photo: D. Watts

## Evaluation

The target group of [www.juus.de](http://www.juus.de) was young people from both federations. After 6 months, it clearly appears that the web site was a wonderful idea and a powerful tool but not adapted to young people. JUUS did an evaluation in May 2006, to situate his work. The results of this evaluation are:

The target group of [www.juus.de](http://www.juus.de) must be the multiples and not the young people themselves, because they do not have the resources for working on the page like it would be needed for an attractive page for young people

Meetings of the whole network as often as possible are very important to keep the network alive and to get new impulses and ideas

To reach young people JUUS needs practical activities as rule models

Communicate the main objectives of JUUS it's a really long and fussy way

Photo: R.BOUJU

After this evaluation and in order to reach this target group, JUUS decided to build a second step through the first idea. Obviously, [www.juus.de](http://www.juus.de) keep going to share good experiences and skill but it also has the purpose to propose something new to young people. Ahead of this conclusion, JUUS executive committees set up different meeting with environment expert and responsible of both federations.

And after a great evaluation in May 2006, they launched in September 2006, the new JUUS concept so-called: **Abenteuer JUUS (JUUS adventure)**.



Photo: R.BOUJU

### C) Second step: Abenteuer JUUS

Consequently to this new Abenteuer JUUS project, environment and sport theme starts to become really important in dsj and NAJU. But, like we said previously, the first project of JUUS didn't reach the target group, namely Young. In order to answer to these first objectives the JUUS executive committee decided to be focus on young inside both organizations. Abenteuer JUUS wants to develop new offer, new experiences and new training. Thus, they set up ambitious objective and missions, which are:



The main idea is to hand on philosophy, spirit, and idea developed by JUUS, to young people. Training and activities have to be set up in order to practice real action and to think about environment issue. The purpose of these training is to deepen and to increase partnerships between NAJU and Dsj and above all to create a real environmental awareness within young sportspeople.

**Training young people to promote environmental action and events**

**Developing guidelines and environmental policy for both federations**

**Implementation of activities concerning sportive education in the environment field**

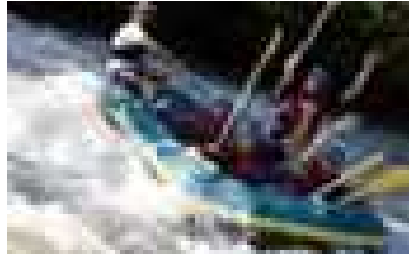
**Increasing environmental awareness in sport**

**Building a strong team of young people, which can continue, with the idea of JUUS**

## JUUS outdoors camps

The first four editions of Abenteuer JUUS activities took place in summer 2007. Depending on the activities, the target group was from 14 and 27 years old. According to the purpose of activities, these different events were be located in several landscapes. Four main camps were scheduled:

**Canoeing  
in Low Mountain**



**Roller skate camp  
in floodplain**

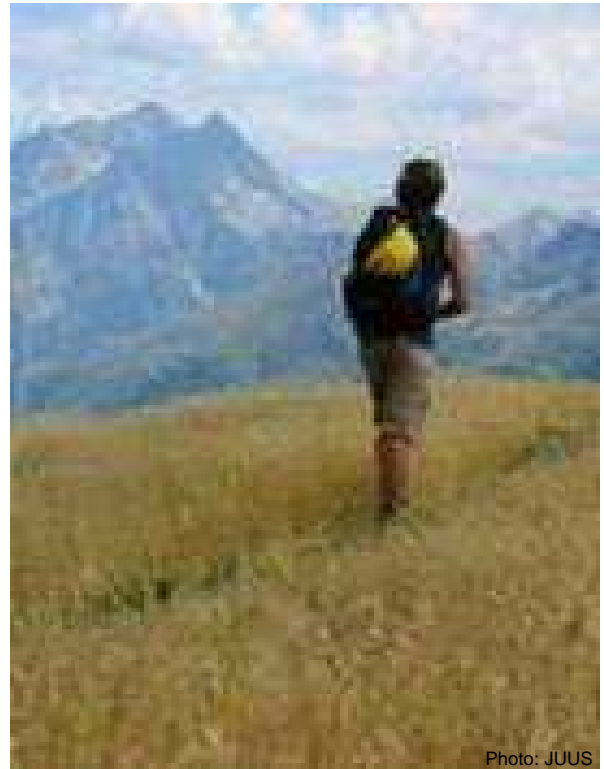
**Balloon camp  
in open land**

**Diving camp  
in stagnant water**

JUUS is trying to bring together experiences of the participant and to show them how it's possible to raise awareness of young people concerning nature by sport and motion. In doing so they don't want to educate people like in school. In fact JUUS want to create and to offer opportunities to reconsider your own view of nature.

### JUUS / Abenteuer JUUS

JUUS web site is now used to promote and to introduce activities set up by JUUS Abenteuer. You can find a quick description, the location, the different activities and the main purpose of this camp. All the different camps included sport activities time and training time. The leaders of the training are two people, one a volunteer working in the executive board of the dsj and the other with his own company that works now for over twenty years in the field of sports and nature. Both are members of the task force. The entire training will be analyzed, criticized and restructured, in order to be improved. The different concept will be describe and introduce to NAJU and dsj in order to carry on this work and to re use skills and experiences.



**Currently JUUS is glad and proud to have set up the first and the main sport and environment network in Germany. Both NAJU and dsj have recognized the necessity of such network.**

**The next step seems to be really brilliant and the future of environment education through sport in Germany belongs to JUUS.**



## A) Introducing IRSH

**Why was it founded, and by whom?**

During 1990-94 Albania was transformed into a democracy. But the people and particularly intellectuals were not participating very actively in the development of the society. So with the aim of promoting the Albanian civil society, IRSH was founded in 1994. It was an initiative of students and professors of the “Luigj Gurakuqi” University, Shkoder. The students expressed in the name of the NGO the word “HOPE” because these students:



**HOPE to change the Albanian reality**  
**HOPE to foster the promotion of the Albanian civil society**  
**HOPE to become good intellectuals**

In June 1994 the Albanian Ministry of Culture Youth and Sports licensed “IRSH”. Now it is an NGO, with around 200 member’s who for the most part are volunteers, where individuals, groups, partner NGO-s as their profiles are grouped by section. Currently IRSH has the following sections:

**Education department.**

Which is active in the education field and the implementation of the conditions of the schools, organizing professional courses, training for teachers, etc.

**Human rights department.**

Which is more concentrated in Albanian legislation, advocacy, consultancy trainings on human rights, promotion of women and children rights, etc.

**Media department.**

Which is preparing the “Identity” newspaper and keep contacts with journalist of the region promoting free and independent information.

**Social-economic department.**

Which analyze social-economic problems of region.

**Art-Culture and Sport department.**

Which is dealing with Art-Culture and Sport activities.

**Environmental department.**

Which is dealing in environmental issues.

## Mission statement

Organization “IRSH” is a social-cultural, independent, non-political and non-profit organization, which works on the development of civil society and promotion of Peace and Stability in Balkan. IRSH represents people which hope to be intellectuals like teachers, university professors, students, engineers, advocates, doctors, economists and different other groups.

Organization “IRSH” offers its partnerships in developing different projects mainly in these fields: juridical and human rights, social-economical, on women rights protection, education, on free and independent information development, on art culture and sports.



Photo: IRSH

## IRSH activities

Since 1994 IRSH has set up hundreds of activities, events and manifestations according to these main objectives. Mostly in the field of human rights, IRSH is one of the main actors to foster and encourage peace and Albania development.

Strong of its wonderful network in Albania but as well all over Europe, IRSH believes that a new way of life is possible which include more human right, more education, more culture and sport, and also more environmental care.

Regarding this last point IRSH, try for 2 years to play an active role in Albania to defend green space and to promote eco friendly behavior. Strict law regarding environment and green space protection doesn't run urbanization and building. Which are responsible of the lost of public garden, green space around the city and biodiversity close to the Lake Shkodra.



Photo: IRSH

Blendi Dibra, president of IRSH said that:

***“There are not action for keeping cleaned environment as far as everybody take care of its own home and as far as get outside of their garden they do not care anymore”***

Beyond that point, they wanted to change the way of thinking and to impulse a new environmental behaviour to citizen, council but mostly government.

To fulfil this goal IRSH created a special manifestation in Albania, which is called: **Play Green.**



Photo: IRSH

## B) "Play Green"

### The voice of Albania to save green space...

"Play Green" has been set up by IRSH, mainly due to a chaotic context in Albania. Indeed, after the democratic processes in 1990 when the communist regime fell, peoples was trying to break down rules of the states and get back their properties which communist regime took from citizens. This provoked a very chaotic movement, which has been followed by many constructions without permission and many people were doing self-justice by occupying so called their land. The need for construction and the lack for proper urban plan in Albanian cities provoked many constructions without criteria. Results of this new building have been huge uncontrolled environmental damage. And, still today, government carries on this wrong way of urbanization with both no building plane and no coherent on the new real estate project.

IRSH in this special context decided to take action in order to show both the voice of Albania citizen and youth. After lots of work to set up strong partnerships and to build clever events, **IRSH officially create the event "Play Green"**.

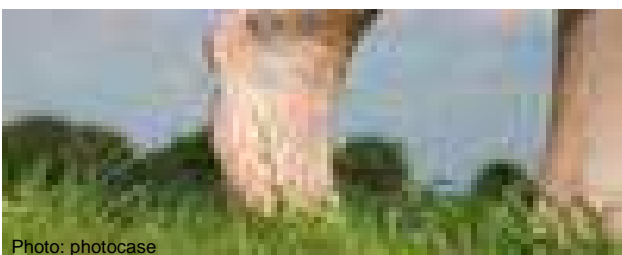


Photo: photocase

IRSH, since the beginning of "Play Green" try to set up partnerships with local environmental NGO and private company in order to fine efficiency, power and to build a strong environmental network around Shkodra. In order to fulfill this goal and as well to require government action they decided to build an action plan.



Photo: IRSH

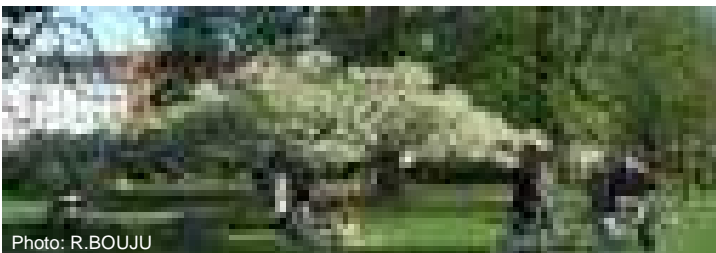
### 1) What is "Play Green"?

IRSH thanks to "Play Green" want to raise the awareness of community regarding green areas and protest against Government policies, which is diminishing green spaces and is not taking care of growing those surfaces. This action took place around the Lake Shkodra which one of the largest districts in Albania. It stretches from the Northern Alps to the costal lowlands. The first manifestation of "Play Green" has been run in 2007, which had been a good success. Indeed more than 100 people participated; it was mainly students and their parents. In one day people from "Play Green" have gone in the main square by blocking the traffic and playing sport activities. They also make big signs in order to ask the Government why they are not taking care of green space and natural area.

Beyond the wills to be heard and saw by lots of people in the street, IRSH wanted to aim the focus of the Government and citizen on this main issue of our century: Environment. And they really succeed. Indeed really soon after "Play Green" event, the government have required a special meeting with leaders of IRSH organization. The purpose of this meeting was that the Government clearly explains their willingness to work on preservation of the actual green areas. IRSH also negotiated that permissions for the construction delivered by the Government will be given by taking into consideration the attention for taking care of green areas. Blendi Dibra said, "This event has been a good succeed but we have to make sure that the government will follow the line that they promised".

## 2) Action plan

IRSH is currently working to present a model of cooperation in the benefit of the common environment. IRSH decided to draft an action plan regarding urbanization and green space. They believe that the most important thing is that citizen, company and government work together in environment protection and by offering green space to community. In order to be coherent in regards of their belief, IRSH will present next September, an action plan, which will give concrete input to increase environmental protection both in urbanization and in government common policy. The recipient of this model will be local government, private companies and community. The community will benefit a cleaned environment and more green areas, private companies will have more incomes, local government will promote this cooperation by making easier the governance.



## 3) IRSH needs

IRSH with "Play Green" action is now involved in a huge environmental project, which could have awesome benefit to the environmental issue in Albania. "Play Green" action is a long-term action, some partnerships are already efficient, but some other needs to be done. In order to have more power to make is voice heard IRSH need long-term support. This support could be financial support, moral support, skill support, advice support...etc.

IRSH to be efficient and to build something strong and sustainable needs international partnerships and allies. In this purpose they already have good and trusted partners like the Soros Foundation and Threshold Foundation. If you are interested to take an active role with "Play Green" project and if you want to support IRSH, please contact Blendi Dibra, president of IRSH, whoever you are.



IRSH wants that this action plan being turn into action as soon as possible in order to stop immediately construction without criteria. IRSH and their partner in Albania strongly believe that if their country can get a healthy and attractive environment, it will be surely a wonderful way to increase business, tourism and to focus people on this area. IRSH also hopes that after a successful implementation of this project in the area of Lake of Shkodra such initiatives will be promoted for other areas in Albania and in Balkans.



### A) What is SOKOL

Czech Sokol Organization (CSO) is the third-largest sports organization in the Czech Republic, whose 180,000 members participate in sports, "sport for all" activities and cultural activities in Sports Divisions, Divisions of Sokol Versatility and Cultural and Educational Divisions.



CSO is one of the oldest organizations of this type in the world. The philosophy of CSO is associated with the emancipation struggle of the Czech nation in the 19<sup>th</sup> century. The idea of physical education as well as the promotion of moral values was formulated by Miroslav Tyrš, a professor of the Charles University, and by Jindřich Fugner.

For the new century, the CSO has modernized its program. It supports 57 kinds of sports, which are organized in the CSO. At gymnastics, handball, basketball, judo and athletics Sokol sportsmen reached the highest levels of both national and international competitions. The CSO also supports new kinds of sports, for example acrobatic rock'n'roll, at which the members of Sokol won the European and World Championships many times.

### Sokol Philosophy

Someone wrote, "Sokol is a special world with its own soul". One, who used to attend Sokol, has many memories and a very special relationship to Sokol. Sokol was a part of people's lives. These people were attracted, addressed and educated by the Sokol philosophy.

Miroslav Tyrš adopted the ancient saying "A healthy mind in a sound body", as well as the ancient Greek ideals of "kalokagathia" meaning the harmony of physical and mental values. Thanks to him, the effort to educate people both physically and mentally became. Being a Sokol meant not just being in shape, but also keep the rules of equality, brotherhood, discipline, diligence, patriotism, willpower, fair play, morality, honesty and sobriety ...



Photo: SOKOL



Photo: SOKOL

### SOKOL Environment Commitment

CSO developed one special event regarding environment and sport. This event is set up by the Section of Living in the Open of the Division of the Sokol Versatility.

## B) Central SOKOL School and Section of Living in the Open

Among all the different activities SOKOL decided to be involved in the field of Sport and Environment. Thus, one part of SOKOL set up a comprehensive manifestation in order to allow people both to practice outdoor sport and to understand and protect nature.

The Central School has, in its programme courses for instructors of living in the open, aimed the education of the leaders of the camps for children, youth and adults. These courses are available for 3rd and 2nd grade and they are accredited by the Ministry of Ed, Youth and Sports. The essential part of these courses is the environmental issue, protection of the open nature, principles of the safe survival, etc. Since 2003, about 70 instructors went through such courses. The purpose of this training is to allow people to become sport instructor.

The section of living in the open of the Division of the Sokol Versatility organizes for many years a concrete event to promote sport and environment. This race is called: "The Backwoods ability race".

## C) The Backwoods Ability Race

The "Backwoods Ability Race" is an event, which brings together more than 1,000 people. Sportsmen are involved both in theoretical and in practical questions and disciplines relating to the environmental protection and correct principles of the living in the open. This race is run every year for 10 years. Basically this race is organised on different levels of SOKOL organization. The national race can be held all the years round but district races are organized in April and May.



Photo: SOKOL



Photo: SOKOL

## Practical aspect

The competition is organised for 3 member teams and is drawn for two age categories: pupils from 11 – 14, juniors from 15 - 17 either for boys or girls or mixed terms. Race is held in wooded broken terrain on the given track 3 km long.

The race consists of a succession of different outdoors sport and activities, which drive young sportsmen to improve and develop their skills about environment.

Runner has to handle both natural and artificial obstacles and fulfil various disciplines on the controlled points. They have, by example, to show their abilities in topography, in orientation and in different activities with map like estimation of distance. Sportsmen have also to handle several physical activities like rope and trees climbing, building different bundles and then throwing to the target. One of the priority points of this race is to allow young to understand and to like nature. So, during the race sportsman must respect the principles of correct behaviour in nature. They have also to resolve questions about nature, wildlife, landscape, water, and energy.

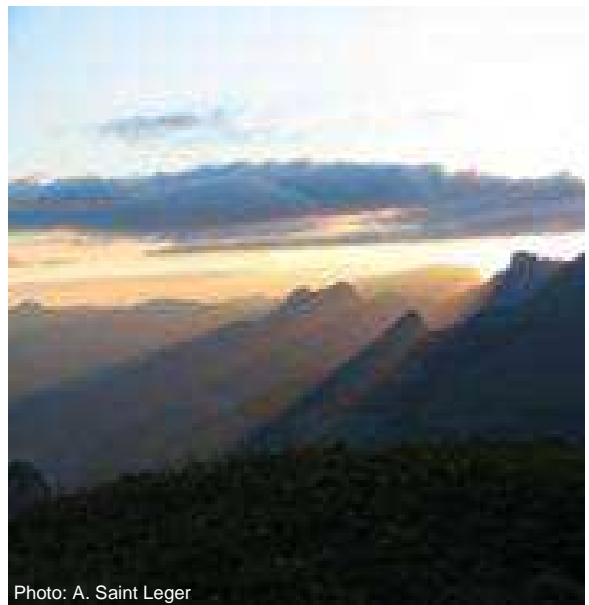


Photo: A. Saint Leger

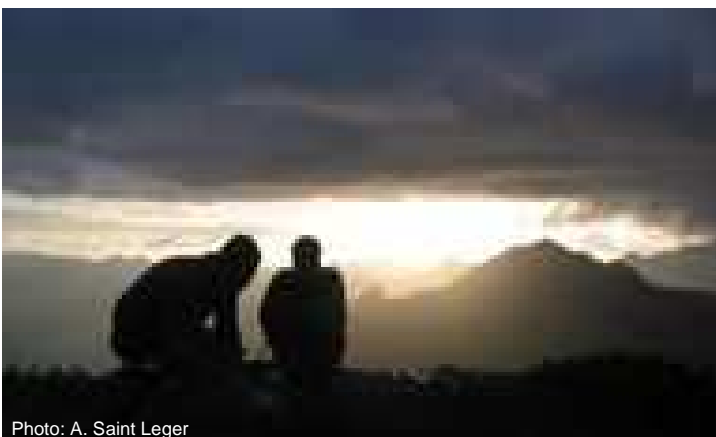


Photo: A. Saint Leger

After the all day of sport activities, racers have to organize their own camp. Participants are sleeping in their own tents besides the race itself there is always rich complementary programs, like music, environmental desk, and animation. Even during the evening, young racers have to do some kind of outdoor test. They only have few tools available and they have to arrange fireplace, keeping the fire, tidying up of fire. Instructor asked as well different questions about country, important historical objects (towns, castles...), medicine: first aid, transport of wounded persons and Sokol history.

After this two-day event racers collected an amount of point and basically the winner have the most of point. The best team receive itinerant trophy - axe, diplomas and are often invited to other Sokol events, trips.

### Analysis

The main purpose of this race is both to allow people to show their physical skills but above all their environment knowledge, abilities and skills. SOKOL believes that if Young people are brought to learn and to enjoy life by taking care of environment; they will do the same in their own daily life. They also will probably ask their friends and their families to do the same and to respect wildlife, biodiversity.

So more than a simple race, the Backwoods ability race wants to promote citizen value of share, respect and responsible behaviour in regards of wildlife and nature.

The long life behaviour of the children and youth participating in the Race is the result not only of the participation in the Race but the result of the long-term education in their Sokol Units. The Race is “only the cherry on the top of the cake”.



Photo: A. Saint Leger

**A) What is UBAE?**

The “**Unió Barcelona d’Activitats Esportives, recreatives i culturals**” (UBAE) is an umbrella organization formed by a group of Catalan sports entities. These entities are non-profit and non-governmental organizations and they share the same associative and sportive goals.



UBAE was born in 1998 to agglutinate all the individual efforts. Thanks to that, the improvement of the range of activities proposed and their quality and control management allowed to increase the value of each entity. At the same time they were able to announce more ambitious aims. Sport being based on the same philosophy that made the birth of the sports associations in the city of Barcelona possible – the sport for all – put the practice of physical activity and sport within reach of the citizenship without any type of discrimination.

Later the aims of the UBAE are exposed, in order to demonstrate that the interest of the organization for the physical activity and the sport, constitute the base of its constitution.

**To make physical activity an instrument for the education of people**

**To use physical activity as a way to integrate people without any discrimination**

**To develop solidarity between sports organization and participants in physical activities**

**To create a range of physical activity programs checked and controlled by experts in sports and physical activity matters.**

**To use the sport associative movement as a tool to promote the participation and democratization of the society**

**To cooperate between existing organizations to avoid the creation of concurrent systems**

**To promote the continual training of sports leaders and instructors**

At this moment UBAE is formed by 11 multi sports entities, 8 sports entities and 2 specialized entities. UBAE has introduced sport and health programs for all kind of participants and has collaborated with some local authorities in the development and implantation of sport initiatives especially connected to health. At the same time UBAE has introduced its own continual training programs to its leaders and instructors. All the programs provided are checked by a quality controlled management system.



Photo: Ubae



## B) Quality department

The department of Quality of Ubae fitness manages all the events, activities and services linked to the quality of Ubae fitness. From the quality department they work constantly to promote and establish the best continual improvement for their customer. The two main points of the quality department are:

**SATISFY THE NEEDS OF THEIR CLIENTS, identifying the needs of clients and work to offer them imaginative, innovative products.**

**WORK TO IMPROVE the effectiveness and the efficiency of internal processes, like encouraging the communication of the organization.**



Another one of their priorities, at Eurofitness and Ubae, has been to give the maximum quality guarantee to all services so that they have the newest material, from the condition of the facilities, the design of the products, the vocational training of the trainers, hygiene controls to the selection of suppliers. This is why Eurofitness and Ubae have been the first company to achieve in 2002 the **d'AENOR certificate** (Spanish Association Rule and Certificate) in the management of the fitness centers, as well as the prestige that the international stamp **IQNET** offers. That is why one of main formulas of Eurofitness and Ubae is to keep up a rigorous quality control in all their centers.

UBAE is aware that environmental issue is a central question in the current development of our world. More and more, taking care of our environment in our practice is a guarantee of high quality service and sustainable development.

Thus they decided to invest this field through their different activities. In order to fulfill their goal they set up an ambitious green campaign headed for customer and worker.

This campaign includes the four mains issue of environment: water, waste, energy, and gaze emission.



### C) Environmental Commitments

The campaign about environment started on July 2006 in sport facilities. To implement and develop this campaign Ubae worked with “Secretaria de l’Agenda 21” – Council of Barcelona. Eurofitness and Ubae have started recycling campaigns, minimizing the consumption of electricity, gas, water and paper. These environmental issues have been recognized and carried out in all the fitness centres. At the same time it has opted for sustainable construction and the use of renewable energy.



Ubae fitness has signed an agreement of adherence to the agenda 21 of the council of Barcelona and now forms part of the city network of the civic behavior. Within these ethical environmental principals, the “Gest” campaign has been established, which deals with how to use the sport facilities correctly through establishing recycling and trying to get everyone involved in good behavior.

The purpose of these actions is to introduce the concept of sustainability in sport centers, and to work towards advancing in the objectives put forward by the Agenda 21 of the city of Barcelona. They also want to reduce the environmental impact which have been generated through their clients and make them more socially and environmentally aware. To reach these goals the “Guest campaign” wants to:



Photo: Ubae

**Promote to clients the principals of sustainability and environmental issues through the campaign “Each drop counts” – “ Where does the rubbish go”**

**Work towards working together**

**Respect the shared spaces**

**Improve the human relations and co-existence**

**Reduce uncivilized behaviors**



These objectives are turned into real action within UBAE thanks to special actions, which leap up customer and employers to take into consideration waste, water, gaze emission and energy.



**Waste**

These actions are carried out monthly in each center with the objective of promoting ways to improve community behaviors and environmental issues to Ubae's clients.

At the same time UBAE is working on a graphic image and campaign to make people aware of the importance of recycling, which will be introduced in the center in September.

**Water**

Ubae also set up educational materials to foster good behavior in regards of saving and reduce consumption water. This material asks people to stop the tap when they wash their hands, or take quick shower. Ubae is not especially focus on the trouble of water but try to play an active role to limit wastefulness of water.



**Gaze emission**

At the same time Ubae has applied for bicycle parking outside fitness centers to encourage people to use bicycles and therefore cut down on the amount of gas (CO2) that's being emitted into the ozone. They also encourage their customer to use public transport in the city of Barcelona.

**Energy**

This point is one of the more advanced in UBAE campaign. Indeed they are really looking for to decrease their energy consumption. To do so they assessed the possibility of optimizing the electrical energy in the Eurofitness and Ubae facilities. That means being able to optimize the different supply of electrical energy that they have contracted with the corresponding distributors. In order to reach quickly these goals Ubae set up two main objectives.

**Reduce our electrical consumption**  
**Reduce our economical expenditure**

## Results

The consumption of electrical energy in the Eurofitness and Ubae centres (KW/yearly) are the same. But at the beginning of 2007 they have been working on some standard controls in the installations that hope will significantly save electrical consumption. Moreover the consumption of reactive energy (reactive kilowatts) has been practically reduced to zero in most cases (by installing condensed batteries).

### Communication

To manage this ambitious campaign Ubae has set up strong partnerships with “Agenda 21 of the city of Barcelona” and “Civic network for community of Barcelona”. These partnerships allow Ubae to rely on environmental expert and powerful network of skill and knowledge in environment management.

It is also a good way to foster its practice and promote Ubae through the official network of council.



Photo: Ubae

In order to fulfill so far as possible customer, Ubae started, jointly with the Guest campaign, an ambitious advertising campaign to promote its commitment. It carried out from an internal level on the Ubae T.V. channel and in the PRESS magazine. Ubae also send away several new letters to its customer list and to other partner. Inside Ubae the communication campaign, which should start in September, will allow people to understand all the environmental commitment.



Photo: Ubae

## Conclusion

Ubae has started a new kind of high quality service link to sport, a service, which takes care of our environment at every step, from its creation to its sale. The Department of Qualities in Ubae center not only offers short term perspectives but also puts value on sustainable centers which respect both human rights and environmental responsibility. Like UFOLEP, UISP or IRSH, Ubae acts local but thinks global in all aspects of comprehensive environmental policy.

Aware of the power of networks, Ubae is also involved in fostering environment and sustainable development in the city of Barcelona. Seven months after its first commitment, it appears that users are really interested in taking part in this new kind of service. This demonstrates that environment and the economy are tightly linked, and one of the best ways to tackle environmental issues is to involve citizens, governments and of course private companies.

## A) UTGAA in few words

Uganda Theatrical Groups and Artistes Association (UTGAA) joined the ISCA network in 1997. It is one of the oldest members in Africa. Basically UTGAA is composed of several theatrical groups and artistes like singers, musicians, and actors.

UTGAA is not like other sport organizations introduced previously in this report. UTGAA is linked with ISCA thanks to its cultural and social aspects. Thus, UTGAA follows 4 mains objectives:

- Raise the standards of performing Arts in Uganda**
- Unite the Artistes and ensure proper management in Performing Arts**
- Work with relevant organs in the field of theatre for Education and Development**
- Assist in training groups and artistes in the theatrical field.**



Photo: UTGAA

In order to reach these objectives UTGAA has launched many events and actions. They are now one of the main actors in the field of theatrical in Uganda in regards of dance festival and theatrical seminar. UTGAA is also really involved in production and training regarding music and dance. They provide recording facilities for various groups and government.

UTGAA can rely on a strong network of theatre groups and artist to manage their work. Among hundred partnerships UTGAA have some old allies like: *Diamond Ensemble Theatre, Bakayimbira dramactors, Crown Artists...*





## B) Sustainable Development within UTGAA

According to their main objectives UTGAA took the decision to be involved in the field of development and especially in the sustainable development. In Africa and particularly in Uganda, UTGAA have a strong power to reach people through their songs, their plays and their festivals. UTGAA is conscious of the benefit of a green and respectful development in regards of nature and culture, that's why they try every day to promote, good and responsible behaviours. UTGAA have set up five major ways of education to reach people. Obviously all of them are tightly linked to song, music and theatre.

### Organize school festivals

UTGAA truly believes that children are the future of our world; consequently they need a special attention on their education especially in the field of development and environment. As far as UTGAA can educate kids they organize school festivals in order to increase skills and knowledge about green development. It appears that theatre and song are really relevant and efficient to involve young people. Children are more open to learn thanks to non-formal education like theatre, culture and Sport. And UTGAA festival met wonderful success from all schools they visited.



Photo: UTGAA



Photo: arkansasarts

### Mobilising theatre groups

UTGAA thanks to its powerful network want to mobilise theatre groups. They work with more than 10 groups by helping them to include environmental protection messages in their songs and plays. Then, when the groups perform in public, UTGAA try to have some feedback regarding environmental messages understood by spectators.

## Training theatre practitioners

Environmental education is a really difficult way to impart knowledge about green behaviour. This kind of communication needs special skills and knowledge about the target group, the environmental issue and the country where events take place. One of the missions of UTGAA in the field of Sustainable development is to train theatre groups about environmental issue. They give advices about basic environment issue like water, waste, global warming, and energy. Then, they also help groups to turn this trouble into songs and plays.



Photo: les soldats inconnus



Photo: UTGAA

## Organizing festivals for theatre groups

The last commitment of UTGAA to promote sustainable development in Uganda and in Africa is to organize festival for theatre groups performing themes on environmental protection. UTGAA organised each years a festival in Kampala. The festival takes place in zones, districts and finals at national level. UTGAA in collaboration with ministry of education set up this initiative. They are given a theme say poverty and hunger as an environment degradation problem. Plays, songs and dances are created along that line and the best goes to the next level until the winner is obtained at the national level. The total numbers involved in total both the audience and the performers may be up to 200.000 people.

## Assisting in recording songs and videos

Once again UTGAA, by the way of its recording tools, provides a good and efficiency way of communication. Groups and artist which are involved in education thanks to committed song or play, have the possibly to use the record studio of UTGAA. That is an indirectly way to be involved in sustainable development. But promote such artists and singer is an action maybe as many useful as the other action.



## Conclusion

UTGAA provides a good idea of the different possible ways to educate people and to increase environmental awareness in Africa. Beyond that point UTGAA strives to

The biggest achievement of UTGAA commitment so far is massive tree planting in every district and banning of use of polythene bags by environment. Kayimba Musisi, the secretary general of UTGAA, believes that to be really efficient and relevant its speech and advice have to be turn into real action. In Uganda but also in Africa, UTGAA open the path of a new sightedness of environment, development and growth where people live peacefully with the earth.

After the Live Earth concert organized in seven countries worldwide, it appears that educate people through music, song, dance and theatre is a relevant way. First big international event with the purpose of impulse new behaviors in regards of our environment, the Live Earth concert shows once again that each of us have the possibility to take action at our own scale....



## A) Discover COMPENSAR

COMPENSAR is the main sports federation in Colombia. Located mainly in Bogotá, it brings together more than 1,000,000 people and around 10,500 companies are affiliated. In November 1978, the compensar was funded to bring social security to the employees and their families. Thus, in order to fulfil this main objectives and goals COMPENSAR started a huge sport movement mainly focus on young, kids, mother, and older people.



Since 1978 COMPENSAR structured its project, built an efficient network, create many activities, realise lot communication tools and offer several sportive event. COMPENSAR, thanks to those projects, provides services to 800 000 affiliated people and we can notice that more than 40% have under 25. The major activities and Sport within COMPENSAR are:



Recreation and leisure  
Swimming  
Soccer  
Cups and Tournaments  
Physical condition and health  
Sport Schools



In order to help people in social issue and to provide educative and cultural information to its public COMPENSAR published two magazines: “Revista **COMPENSAR**” and “Revista **Hogar Salud**”. COMPENSAR can rely on a task force of almost 2000 employee nation wide. These employees are active in many different places of COMPENSAR activities.

Basically, this organisation is divided in three main parts: “**The Sport Management Office**”, “**The Sport School**” and “**The Recreation Urban Centre**”.



## B) COMPENSAR organization

### The Sport Management Office (SMO)

Compensar believes that sport and recreation are essential parts of people welfare, happiness and integral formation. That is why over than ten years, they established a recreation urban center located in Bogotá's heart with excellent access through the main road of the city. The work of SMO is to manage this center and to define COMPENSAR's activities, policy, communication and event. This office represents the « brain » of COMPENSAR.



Photo: COMPENSAR

### Recreation Urban Center

The Recreation Urban Centre is a place where the practices of Sport and recreation activities are developed, such as swimming, football training school, competition, recreation, physical condition and health, tracks, sport schools and teaching movement.

Here the practice of Sport and recreation are the main protagonists of expression of the human being because it provides values such as respect, solidarity and work team. This centre has many programmed activities, with clear objectives, for people in all ages and different needs (young, kids, mothers and older people). There, the users can do activities focus on meeting people, development of their physical and social skills and count also with some health care programs. Compensar also developed projects, to qualify students and teachers in different areas, to create places where families can do activities together and to create places where the community can improve their knowledge.

Thanks to a qualified human group, a permanent service attitude, a large and innovative portfolio and one of the best sport infrastructures of the country, COMPENSAR work for a new way of understanding sports. All these activities attend two millions of people per years.



Photo: COMPENSAR

### Sports School in Compensar

With activities for kids and adult people, this sport school intends to increase the possibilities for their movement, it provides better skills to practises sport in a competitive perspective. This School has classes of Karate, Squash, Tennis, Skating, dance and Soccer, based in the philosophy of development physical, moral and social.

### C) Another way to discover nature

COMPENSAR through these social projects for young decided to invest the field of environment and responsible behaviour in regards of our planet. They truly believe that a great and respected earth would leap people to get less social trouble. Thus COMPENSAR created several sport activities link to nature in order to allow young people to discover our environment and to teach them how to respect our planet. These activities take place in the Recreation Urban Center and are available for different kind of target group, according to the main theme of the programs. All in all COMPENSAR counts 15 programs link to nature and environment education. Some of them are more focus on ecology some other are more link to adventure sport. The next 4 examples show quickly what is the purpose of the program and the practical aspect.



### Encounters with Nature

The purpose of this activity is to cause a knowledge and appreciation of environment from the interaction with nature in different scenes like relaxation and sport activity. This program takes place during one week in different national park around Bogotá. Youth are welcome in experimental property and sustainable farms. The target group is mainly people from 6 to 9 years and 10 to 13 years.

### Natural Parks

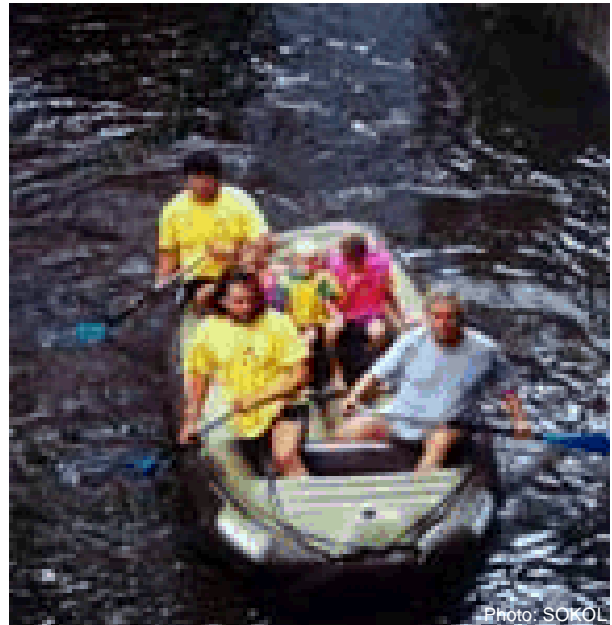
Youth are, in this program lead to discover the wildlife in national parks. This week of activities include tramping, mountain walking, eco train riding through rich biodiversity area and meeting with environmental expert. People are all the time in direct contact with nature and mountain environment. Supervisor have to educate young to know how to look into mountain and nature, how to respect our planet thanks to small actions, and of course of to respect each other. Youth from 16 years are targeting.



## Canoeing and Rafting

To generate spaces that allows experiencing, the profit of an objective, the overcoming of a difficulty or to reach an objective COMPENSAR decided to create this activity, which provides high sensation and a great experience of the powerful of nature.

During one-week Youth ride raft and canoes in white water with experimented guide. This programs more than the other offers the possibility for participant to have a real test of effort, stamina and adventure. It is open for people of more than 18 years old.



## Mountain Walking

This activity offers to participants a great feeling of adventure and stamina. During one week, they go through ecological wood path and dirt road. Like the other activities the guide provides explanation about environment, wildlife in mountain, lakes or river. The group starts to one point and try to reach the last step only by walking. They sleep and have meals in ecological farm all the way done. This program is not only focus on young but also on adults in good shape.

## Conclusion

Through its involvement in sustainable development and environmental education with young people, COMPENSAR is a leader in environmental awareness and action in Colombia. Once again it appears that working in the field of youth is a relevant way to build the foundations of responsible behavior in regards of our planet. COMPENSAR thanks to these activities, provides a good example of sustainable development by covering the environmental field, the social field and the economic field. COMPENSAR gives also the proof of the relevancy and the efficiency of the sport association in their work to improve our life style, by bringing together people, culture and nature.



## A) UngMennaFélag Islands: UMFÍ

The Icelandic Youth Association (UMFÍ) is the national association of local youth associations in Iceland. Founded in 1907, its objective is to “cultivate the people and the country”, and their slogan is “everything for Iceland”. This means cultivating the best in every individual as well as diligently working for the promotion of the Icelandic language and culture and the protection of the country’s natural environment.



UMFÍ’s role is to co-ordinate the activities of the Icelandic youth associations and offer services to their associate associations and members. Furthermore, UMFÍ represents the youth associations in external relations, for example when dealing with the authorities and foreign bodies. Their associated partners are 19 district societies and 10 directly linked organizations. UMFÍ covers a total of 263 associations with approximately 81,000 members. They emphasise that everybody can take part and that membership is a lifestyle.

The Icelandic Youth Association operates a Service Centre in Reykjavík, which serves their 80,000 plus members. UMFÍ’s activities take place across the country, supporting widely diverse cultural programmes. While sports play a major part, many other activities are also carried out. For example, many of UMFÍ’s associations are very active as amateur theatre clubs. Numerous associations are active in environmental programmes, members having carried out comprehensive work in this field. In many areas, youth associations play an important role in youth activities under the auspices of local governments and carry out various projects in co-operation with them. UMFÍ is also very active in foreign relations, mostly with the other Nordic countries.



## B) A brief history of UMFÍ

The Icelandic Youth Association (UMFÍ) was founded at Thingvellir on 2 August 1907, while the first local youth association was founded in Akureyri in early 1906. The vision of the youth associations spread like wildfire throughout the country; the fight for a better country and a better nation were taken up right away under the slogan “Landsmots”.



Photo: R. BOUJU

The organisation immediately gained widespread influence in society, increasing people's public spirit and their belief in the land and nation. UMFÍ's members started to cultivate forests, build swimming pools and meeting halls, construct facilities for sports activities, promote general meetings and debating societies where people could learn the art of public speaking. The struggle began for the construction of secondary schools, which then became the foundation of education in the rural areas. There was hardly anything UMFÍ's members did not get involved in if it served the country and its people.

### C) Environmental Background

Historically Iceland is tightly link with its environment. Volcanoes transformed every decade the landscape and gave reminder to people about the power of nature. Icelandic people are used to take into consideration environmental issue, but with the new trouble of our century it is, more than before, necessary to take real action in favor of our planet. Aware of the fact that sport is a really efficient way to reach people and to deliverer a message, UMFI set up several campaign in order to foster subject like health, culture and environment.

Moreover and because in Iceland sport is really popular, UMFI has lot of credits and is able to set up efficient project. UMFI since its creation has a huge environmental background, they had since 1910 taking care of their lands and tried to set up hundred and hundred project to decrease their environmental damages. From 1907 to 1970 UMFI was link with the environmental issue mainly and specifically thanks to tree planting project. But for now 30 years their interest became more global and integrated to other sustainable issues. UMFI has a comprehensive overview of environmental issue and try really hard to involved young and citizen to keep in mind nature.

The following frames give a short description of 5 ambitious project run in the last 10 years.



Photo: R. BOUJU

### Adopt a Land

UMFI launched in 1997 a campaign called "adopt a land". This campaign should lead people to "adopt a land" which means paid a special attention to a territory. This project has been introduced in a national level and then turn into action into the different club of UMFI. Basically some club and people of UMFI took really good care to wild place. This management was link to waste, biodiversity, water and tourism. It was also a campaign tightly link to environmental education whose the purpose was to explain that we have to take care of our lands as we do for our babies.

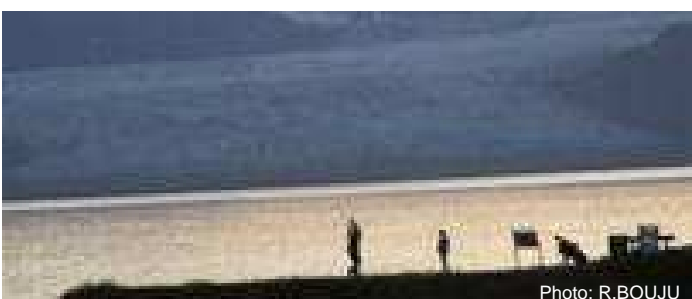


Photo: R. BOUJU

## Tree Planting

It is really hard to grow trees in Iceland, because of the volcanic landscape. It also appears that people have used almost every tree to build houses, road and farm that had wreak havoc on forest. So UMFI paid special attention to a project which involved young people in the field of tree planting. One of the first ideas of this project was to provide woods and biodiversity. It was actually really hard to play football, so they also decided to plant trees around the football field. Now UMFI use its power to promote tree planting nationwide. UMFI doesn't necessarily give money to this project but provide communication, network and skill to market the project. For the story the chairman of UMFI, Bjorn Bjarndal Jonsson, is the owner of one of the biggest timber companies in Iceland.



Photo: Treehugger

## National Day: Cleaning

Every June 17 it's the national day in Iceland and UMFI tries to organize something about sport and other current topics. During the last 5 years, national day was focus on cleaning action. UMFI played an active role to promote and to communicate about this project. The main idea was to allow people to clean up their road and their garden. Icelandic people give lot of importance to their land; they want to protect it from waste and pollution. Thus UMFI in partnerships with several environments NGO distributed many ecologic plastic bags in order to gather waste along the road.



Photo: R. BOUJU

## Ungliglandsmóts.

This Sport and culture festival is holding every year somewhere in Iceland. This event is mostly focus on young people from 10 to 18. Here they can practice a wide range of sport activities from kayak to football by dance. Because of its story with tree planting and knowledge of land, UMFI introduce two new kinds of competition in this youth festival. The first one is a tournament of tree planting. Basically people have to plant an amount of tree in less time as possible. Another activity lead young people to meet nature and to improve their environmental skills, it is the tournament of plants determination. Youth have an amount of time to determine X plants from the lands. The first to have discovered all the plants is basically the winner.



Photo: R. BOUJU

## Water Protection

UMFI set up in 1995 a campaign called "UMHVERFIÐ Í OKKAR HÖNDUM" focused on water protection and environment education. The purpose of this project was to sensitise people to the importance of not wasting water. This campaign asked people to let the river, the beach, the lakes and the sea without waste and without any trace. UMFI chose to be involved in the field of water because it is one of the main resources in Iceland.



Photo: R. BOUJU

## Hike Iceland

Hike Iceland is a country-wide project for UMFI which has been launched in 2006. The project is being worked in cooperation with other youth-related organizations, travel services companies and local municipalities all over Iceland. Iceland has many, many trails all over the country, 300 of which have been compiled into a new trailbook. This handbook can be found at information centers and gas stations all over the country. It has been printed at 50 000 exemplars. The trails emphasized in this guide are short, measured and easily accessed hikes.



Photo: UMFI

The goal is to get the whole family to go on an easy hike, encouraging togetherness, exercise and environmental friendly behavior in the great outdoors with a fun destination and purpose in mind. This project is turned into reality thanks to a website [www.ganga.is](http://www.ganga.is). Information is available on some 800 hikes & trails, including interesting facts and helpful information for hikers and anyone who enjoys the outdoors. This website is a project worked in cooperation of UMFI, The National Land Survey of Iceland and the Icelandic Tourist Board.

## Conclusion

Historically UMFI has always taken part in the daily life of Icelandic people. For a hundred years UMFI has worked hard to improve social conditions, health and citizens' behaviour with regards to our planet. Thanks to its network and knowledge about the people and the country, UMFI is able to fulfil these objectives by setting up real projects, events and campaigns. With the image of the previous environmental project it appears that more than elsewhere Iceland is directly connected to its wild environment. Taking care of landscape, water, ocean, mountain and wildlife is something compulsory for Icelandic people if they want to keep the beauty of their country. UMFI plays an active role to organize, bring together and manage projects with a comprehensive vision of the new environmental issues notably, waste, water and oil consumption.





## Conclusion

All the associations profiled in this report follow a similar way of thinking with regard to our planet. These nine organizations are neither the most polluting nor the cleanest sports associations on earth. However they are convinced that “thinking globally” and “acting locally” is a relevant approach for sports associations to have a positive impact on our environment. ISCA member organizations are aware that their initiatives may not be 100 % carbon neutral. However their efforts are significant attempts at balancing environmental protection with cultural experiences.

Commitments introduced in this report constitute a pool of ideas that show how “Sport for All” organizations can play a major and active role in solving global environmental challenges. ISCA counts more than one hundred member organisations in the field of sport and culture for all. This report gives proof that the environment can be taken into consideration by every kind of organization. However it should be noted that these represent less than 10% of the total organization. This fact suggests that more work is needed to make additional commitments as well as to encourage further environmentally-friendly action. Thus, one of the many objectives of this report is to create change among other ISCA member organizations.

With reference to the objectives specified in the 2003 memorandum of understanding, ISCA will seek further cooperation with UNEP in the future. Aware that a report alone is not enough to spark action, ISCA is prepared to further lead and represent “Sport for All” associations in an international network that addresses sport and the environment. The environmental endeavours of ISCA will further promote its philosophy of “JOYFUL SPIRIT” and sport, culture and nature for all.

**Raphaël BOUJU**  
Project Officer

**January 2008**



**Contact person**

If you want more information about these projects or about ISCA environmental commitments, please contact:

**Raphael BOUJU**  
[r.bouju@gmail.com](mailto:r.bouju@gmail.com)  
+45 33 29 80 26

For special information about ISCA member organizations, please refer to the table below.

|   |  |
|---|--|
| <p><b>UFOLEP</b><br/>Arnaud JEAN<br/><a href="mailto:ajeau.lalique@ufolep-usep.fr">ajeau.lalique@ufolep-usep.fr</a><br/>+33 1 43 58 97 71</p> | <p><b>UBAE</b><br/>Lindsay Young<br/><a href="mailto:cess@ubae.net">cess@ubae.net</a><br/>+34 93 45 94 430</p>                             |
| <p><b>UISP</b><br/>Massimo Tossini<br/><a href="mailto:m.tossini@uisp.it">m.tossini@uisp.it</a><br/>+39 06 43 98 41</p>                       | <p><b>UTGAA</b><br/>Kiyimba Musisi<br/><a href="mailto:katxam@yahoo.co.uk">katxam@yahoo.co.uk</a><br/>+256 77 24 35 555</p>                |
| <p><b>JUUS</b><br/>Franck Kaiser<br/><a href="mailto:frankkaiser77@yahoo.de">frankkaiser77@yahoo.de</a><br/>+49 61 24 72 30 06</p>            | <p><b>COMPENSAR</b><br/>Guillermo Gonzales<br/><a href="mailto:ggonzalez@compensar.com">ggonzalez@compensar.com</a><br/>+57 142 80 325</p> |
| <p><b>IRSH</b><br/>Blendi Dibra<br/><a href="mailto:irsh_centre@yahoo.com">irsh_centre@yahoo.com</a><br/>+35 52 24 12 29</p>                  | <p><b>UMFI</b><br/>Sæmundur Runólfsson<br/><a href="mailto:saemundur@umfi.is">saemundur@umfi.is</a><br/>+35 45 68 29 29</p>                |
| <p><b>SOKOL</b><br/>Vladimir Dostal<br/><a href="mailto:VDostal@sokol-cos.cz">VDostal@sokol-cos.cz</a><br/>+42 02 57 00 72 54</p>             | <p><b>ISCA</b><br/>Secretariat Denmark<br/><a href="mailto:info@isca-web.org">info@isca-web.org</a><br/>+45 33 29 80 26</p>                |

Or visit the web site:

**[www.isca-web.org](http://www.isca-web.org)**