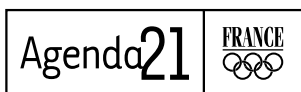


French
Sport
for sustainable development
Movement





*Développement durable,
le sport s'engage*

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EDITORIAL



“Dear Sports Friends...”

Henri SERANDOUR

CNOSF President and IOC Member

This French Sports Agenda 21 for Sustainable Development is a complete programme... for the French Sports Movement. It is derived from the Olympic Movement’s Agenda 21, but adapted to the French context.

Sustainable development is not a solution for instant application; it is more a way of thinking, a modern approach to devising and implementing policies, which naturally include sports policies. This consists of adopting a cross-disciplinary, concerted and forward-looking approach to all our discussions, actions and projects.

This is how the French Sports Agenda 21 for Sustainable Development programme acquires real meaning.

The objective is to enable every athlete, every sports federation, every regional and departmental Olympic sports centre (CROS and CDOS) to integrate sustainable development into their work “by meeting the needs of the present generation without compromising the ability of future generations to meet theirs”.

The French Sports Agenda 21 is intended to be both practical and realistic.

For each of the 21 objectives, some initiatives are already underway but there are also concrete challenges to be met. That's your job! Use these objectives in your federations, your regional or departmental committees and your clubs to build up your own sustainable development action plans.

By adopting this blueprint for society, your federation or club will demonstrate that the French Sports Movement is "taking responsibility" for its acts in the same way as companies and national or regional governments, as indeed are all the constituents of our nation.

The CNOSF, as one of the first National Olympic Committees (NOCs) to adopt a Sports Agenda 21 for Sustainable Development, is proud to contribute to promoting the Olympic ideal.

Henri SERANDOUR
*CNOSF President and
IOC Member*

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INTRODUCTION

A | Understanding sustainable development

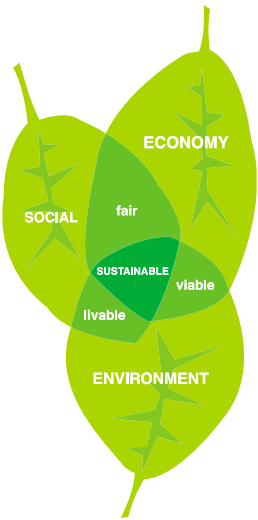
“Sustainable development meets the needs of the present generation without compromising the ability of future generations to meet theirs”.

(Brundtland report - 1987)

This forward-looking idea is based around three interlocking spheres: social, environmental and economic (see diagram). According to the National Council for Sustainable Development, these are the three “pillars” of sustainable development.

B | The Olympic Movement and Sustainable Development

The IOC has made the environment the third dimension of Olympism, alongside sport and culture. For the Centennial Olympic Congress held in Paris in 1994, part of the agenda was devoted to sport and the environment. Based on the recommendations from the Congress, in 1996, the following paragraph was added to the Olympic Charter: “the IOC sees to it that the Olympic Games are held in conditions that demonstrate a responsible concern for environmental issues and encourages the Olympic Movement to demonstrate a responsible concern for environmental issues, takes measures to reflect such concern in its activities and educates all those connected with the Olympic Movement as to the importance of sustainable development”. Following on from this, the IOC developed its Agenda 21, which was adopted by the Olympic Movement during the 3rd



World Conference on Sport and the Environment held in June 1999 in Rio de Janeiro, the very city where the UN Conference on Environment and Development (UNCED) was held in 1992.

C | The French Sport Movement and sustainable development

In 2002, CNOSF President Henri Sérandour asked the National Council for Nature Sports to produce the “French Sports Agenda 21 for Sustainable Development”.

A technical group carried out this task in cooperation with the sports movement and its key partners. This group consisted of Marie-Hélène Vienne, Vice-President of the French Golf Federation; Pascal Vautier, General Secretary of the Haute-Normandie CROS; Denis Cheminade, CNOSF Director for Development; and Séverine Niel, CNOSF Project Manager.

The first step was to draw up an inventory of all the work to promote sustainable development already underway within the sports movement.

A survey grid inspired by the IOC’s Agenda 21 was created and was proposed to the federations, the CROS, the CDOS and the different departments of the CNOSF.

Based on the best practice examples identified, the first draft of the French Sports Agenda 21 was drawn up. This was analysed by experts from the sports federations, the Ministry of Sport, the Ministry of the Environment and Sustainable Development, the

Secretariat of State for Tourism, academics, etc.

Enriched with these different contributions, the document was submitted to the sports movement for consultation and then adopted by the CNOSF Board of Directors on 23 October 2003.

The final document was officially presented to Sports Minister Jean-Francois Lamour by Henri Sérandour on Thursday 18 December 2003, at a conference held at the Maison du Sport to present the “French Sports Agenda 21 for Sustainable Development”.

Starting in 2004, action plans on specific themes will be announced with a view to attaining the different objectives of the “French Sports Agenda 21 for Sustainable Development”.

Every two years, an assessment will be carried out under the auspices of the CNOSF to establish the progress made, identify any weaknesses and promote “best practice” within the sports movement.

D | Using the French Sports Agenda 21

The Agenda 21 is divided into four chapters, which constitute the four pillars, or main spheres of action chosen:

- 1 | Sustainable development - a new approach to sports policy,
- 2 | Sports solidarity helping sustainable development,
- 3 | Environment-friendly sports management and administration,
- 4 | A sports economy that supports sustainable development.

These four chapters include the three key pillars of sustainable development (social, environmental and economic), to which are added the Olympic values specific to sport.

Each chapter is broken down into objectives (a total of 21 for the 21st century), each of which provides guidance for action.

These “objectives” are explained in the form of “recommendations”, which are approaches that can be followed.

The “objectives” and “recommendations” will help you choose the “actions” that you include in the annual or long-term action plans which you develop and implement.

1

Sustainable development - a new approach to sports policy

Sustainable development means thinking of policy in global terms. The social, environmental and economic constituents of every action need to be addressed. This is a new approach to sports governance, based on partnership, consultation and shared responsibility. These three dimensions are at the heart of the Olympic values.



OBJECTIVE 1

Integrate The Concept Of Sustainable Development Into Sports Policy.

It is a social duty for clubs and associations in general, and the sports movement in particular, to do even more to strengthen the social structure, protect the environment and contribute to the economic development of the regions.

- 1 | Integrate the notion of sustainable development into the policies, rules and management systems which govern the functioning of the sports world, sports activities and the staging of sports events.
- 2 | Within the federation and Olympic governing bodies, create “environment and sustainable development” commissions. Appoint people responsible for environment and sustainable development issues, and provide them with the means they need to act.
- 3 | Ensure that action at all levels (from local to national) is consistent by establishing concerted action plans.

OBJECTIVE 2

Promote the values of sustainable development.

These values have been adopted by the worlds of industry, finance, administration and the regions, and are an imperative for the club-based sports movement.

- 1 | Integrate sustainable development into the communication strategies of sports organisations and their communications activities, such as websites, news bulletins, brochures, etc.
- 2 | Encourage athletes and everyone who practises sport to use their position to promote sustainable development objectives and actions.
- 3 | Integrate sustainable development into sports management training for both elected representatives and professionals at all levels.
- 4 | Set up or take part in activities to increase public awareness (e.g. conferences and Environment and Sustainable Development Week).

OBJECTIVE 3

Commit the sports movement to becoming a key player in sustainable development.

It is about respecting your neighbour, protecting nature and living in harmony with the Olympic values.

- 1 | Work with the public authorities, associations and professional bodies involved with sustainable development at all levels: local, national or international.
- 2 | Develop and promote sports projects or associations that contribute to sustainable development of regions, especially...
- 3 | Promote new ways of working within the sports movement which encourage a cross-disciplinary approach at all regional levels between all those involved in sport: ad hoc commissions, regional authorities and inter-federation committees.

OBJECTIVE 4

Integrate sustainable development into all national and international sports cooperation activities.

It is about being open minded. It is the sports movement demonstrating its understanding of the problems of society in other countries. It is showing solidarity that goes beyond national borders.

- 1 | Apply the principles of sustainable development to the management of all international cooperation activities, particularly with developing countries.
- 2 | Encourage the French representatives within the international federations and organisations to participate in working groups on sustainable development and to propose the creation of “Sport and Sustainable Development” committees within these organisations if they do not yet exist.
- 3 | Ensure that international sporting events are opportunities for cooperation and exchanges of best practice in terms of sustainable development.
- 4 | Encourage exchanges and cooperation between the French sports communities and their counterparts in developing countries.

OBJECTIVE 5

Develop a means of monitoring and evaluating the work accomplished in terms of sustainable development.

It is about being committed, for oneself and the very whole community, to implement in an effective way the recommendations of the French Sports Agenda 21 programme and doing this...

- 1 | Every odd year, publish a report on the progress made in implementing of the "French Sports Agenda 21" and the integration of sustainable development within the sports movement.
- 2 | Include sustainable development indicators in the criteria used by those monitoring sport at the various regional levels.
- 3 | Include sports-related indicators among the tools used to measure and evaluate sustainable development policies.
- 4 | Regularly submit to a specially formed group of independent experts all the proposals, projects and assessments, and publish the group's findings.

2

Sports solidarity helping sustainable development

Sport builds bridges between people, countries and continents.
It strengthens communities and brings people together.
It makes sure that nobody is left behind.



OBJECTIVE 6

Combat social exclusion through sport.

The sports movement cannot accept social exclusion. Sport, through clubs and organisations, is one of the most inclusive activities.

- 1 | Identify and analyse cultural, geographic or financial barriers, and facilitate access to sports activities by taking the appropriate action.
- 2 | Make the development of sports infrastructure and equipment a priority in the poorest or marginalised areas.
- 3 | Adapt sport and the equipment required to the specific needs of the people in such areas.
- 4 | Make the training programmes for supervisory staff appropriate for such areas.

OBJECTIVE 7

Reinforce the role of sport in health protection and promotion.

This is the concept of “sport for health” that the sports federations have been developing for many years.

- 1 | Develop hygiene and health through sport programmes for everyone, especially the elderly, in co-operation with public and private health organisations.
- 2 | As sport promotes good health, devote special attention to children’s sport by allowing sufficient time for sport and physical activities both during and outside school.
- 3 | Actively contribute to health and public safety campaigns, such as tackling obesity, preventing heart disease and road safety.
- 4 | Evaluate and limit the impact of sports events on public health (noise, pollution, accidents, etc.)
- 5 | Take special care to ensure that sport is practised safely by limiting risks and organising emergency assistance.

OBJECTIVE 8

Intensify the fight against doping.

Doping is sport playing against sport. The sports movement is fighting against this scourge and is striving to eradicate it.

- 1 | Ensure that the public and sporting anti-doping rules are strictly applied. Ensure that they are kept up-to-date. Advise the governmental authorities on how to define and implement adequate measures in terms of controls and repression.
- 2 | Through its decisions and actions, demonstrate the sports movement's total commitment to the fight against doping. Condemn and punish any failure to respect the anti-doping rules within the sports movement.
- 3 | Look after the health of all athletes in the practice of their sport by adjusting training and competition schedules, providing time for recovery and care, medical check-ups and training coaches and sports teachers concerning health (sportsman's hygiene of life).
- 4 | Develop awareness-raising and preventive information campaigns for all athletes, particularly top-level and young athletes, but also parents, teachers and coaches, managers and medical and paramedical professionals.

OBJECTIVE 9

Encourage sport for the disabled.

To develop the idea that sport really is for everyone, it is necessary to accept all the different types of handicap which are still too often a source of social exclusion.

- 1 | Include disabled people in competitions, training camps and sports events for the able-bodied. Promote disabled sports and athletes in the same manner as their able-bodied counterparts.
- 2 | Support the development of federations for the disabled.
- 3 | Educate sports teachers and coaches for sports framing of disabled people.
- 4 | Adapt sports equipment to the specific needs of disabled people.
- 5 | Inform the disabled of the positive effects of sport and of what is available to them.

OBJECTIVE 10

Promote women's sport and access by women to positions of responsibility in sport's governing bodies.

It is more than just achieving equality; it is affirming that the sports movement really is open to all.

- 1 | Give the same recognition to female athletes and female sports events as that given to male athletes and their specific events.
- 2 | Adopt a training and competition methodology that respects the specificity of women.
- 3 | Work with sports managers and coaches to implement action plans to remove the cultural and material obstacles preventing women from practising sport and attaining positions of responsibility.
- 4 | Set up "women and sport" commissions within federation and Olympic governing bodies to encourage women to take positions of responsibility within such governing bodies.

OBJECTIVE 11

Promote sports activity by the young and get them more involved in sports associations and governing bodies.

It is opening the doors of tomorrow's nation to those who are the future of France.

- 1 | Develop activities to help young people learn about and try different sports, both in and outside school.
- 2 | Enable young people to hold positions of responsibility within sports associations. Help them and prepare them for this. Highlight their participation.
- 3 | Involve young people with the governing bodies of sport. Create "youth commissions" within sports organisations. Give them sufficient funding; listen to their proposals; and respect and implement their decisions.

OBJECTIVE 12

Respect and take into account the diversity of traditional and regional sports and promote sport as part of our national heritage.

It is about respecting traditional sport and promoting regional sports activities (cultural events).

- 1 | Include in sports organisations and highlight the diverse regional or local sport practices. Respect their identity and culture.
- 2 | Inventory, conserve and promote elements of inheritance and the history of sport.

OBJECTIVE 13

Prevent and combat all forms of violence in and around sport.

It is about using the sports movement's values of "fair play" to reject all forms of provocation, aggression and physical, verbal or moral violence.

- 1 | Combat violence and rudeness in sport.
- 2 | Combat spectator violence during sports events.
- 3 | Combat sectarianism and indecent and improper behaviour.
- 4 | Develop integrated programmes to prevent and combat all forms of violence in sport (information, education for managers, free-phone numbers, websites, drop-in centres, etc.).

3

Environment-friendly sports management and administration

Nature is mankind's heritage.
Sport helps to protect and focus attention on it.



OBJECTIVE 14

Add an “environment” component to all sports education and training programmes of managers and people who practice.

This is one of the major projects for humanity in the 21st century. Sport must play its part in this for future generations.

- 1 | Increase awareness and inform all participants about environmental protection, and suggest practical measures to implement these principles.
- 2 | Ensure that the training modules for professional and volunteer sports managers and coaches include information on environmental protection and risk prevention.
- 3 | Draw up and distribute “Codes of Conduct” specific to different sports and those who practise them.

OBJECTIVE 15

Adopt a management approach that respects natural sites and landscapes.

Through action, example and raising awareness, show that our environment is part of mankind's heritage.

- 1 | Ensure that the protection of nature is integrated into the policies, the rules and the management systems of sports organisations. Set up “sport and environment” commissions within the federation and Olympic governing bodies, and implement “Federal Charters for the Environment”.
- 2 | Observe and evaluate the effect of sports practices on the environment.
- 3 | Ensure sustainable maintenance of natural sites. Promote sustainable management methods for the sites and contribute to their maintenance. Control access to the different sites, and prohibit access if necessary.
- 4 | Alongside the other actors involved, be part of the bodies involved in the sustainable management of sites, landscapes and nature, especially any local Agenda 21.

OBJECTIVE 16

Design environment-friendly sports facilities and equipment and develop sustainable ways of managing them.

Build, construct and develop but also protect the cultural heritage that belongs to us all.

- 1 | Integrate environmental standards into the schedule of conditions in design and management of sports equipment, and in sports and administrative installations.
- 2 | Take particular care when choosing the location for new sport facilities especially to minimise the amount of space used and transport-related energy consumption. Build fewer facilities by ensuring that they are fully used (multi-functional, shared use).
- 3 | Ensure that sports facilities blend in with the surrounding natural landscape.
- 4 | Make an inventory of existing sport facilities and integrate them into future plans for sustainable town and country planning (optimise the region-wide location and use of sports facilities).
- 5 | Design sports facilities in such a way that, should they no longer serve their purpose, they can be easily converted for alternative use or destroyed and the site returned to its initial state.

OBJECTIVE 17

Manage sports events in a responsible manner, respecting the principles of sustainable development.

Encourage sports leaders and sports event organisers to integrate respect for our natural heritage in their management.

- 1 | Include environmental recommendations in the schedule of conditions for holding sports events.
- 2 | Designate a person responsible for environmental matters and give them sufficient funds to carry out their mission when organising sports events.
- 3 | Implement a system for evaluating the impact of sports events on the environment and use it for each event.
- 4 | Create a reward to be given to the sports event organisation that best follows the environmental recommendations.
- 5 | Involve the athletes and spectators of sports events in environmental protection.

OBJECTIVE 18

Promote the use of energy-saving and non-polluting means of transport.

Ensure that every club in France respects the Kyoto Protocol that France has ratified.

- 1 | Promote the use of public transport and “clean” means of transport (bicycles, roller-blades, etc.).
- 2 | Access should be taken into consideration when deciding on the location and holding of sports events.
- 3 | Ensure that public transport services exist when deciding on a site for a sports facility.

4

A sports economy that supports sustainable development

The development of the sports economy has become a reality that no-one among the federations, CROS or CDOS can ignore. This development has to respect the values of sustainable development



OBJECTIVE 19

Implement new patterns of consumption based on the principles of sustainable development.

We need to save energy, protect future generations and respect nature by managing our waste. We also need to be proactive by encouraging the development of products that respect the principles of sustainable development: those which are manufactured using less energy, are non-polluting and can be easily recycled.

- 1 | Adopt energy-saving patterns of consumption.
- 2 | Give priority to purchasing products manufactured in accordance with the principles of sustainable development: recyclable materials, nothing manufactured by children, fair-trade products, etc.
- 3 | Recycle or re-use sports equipment.

OBJECTIVE 20

Make sport a source of wealth for the regions.

Promote organisations that contribute to the social economy and develop economic tools to ensure the freedom to “do things differently”.

- 1 | Ensure that sports events and activities generate income for the regions and their inhabitants.
- 2 | Develop sports activities in line with the projects and ambitions of the regions: incorporate any event or service into what already exists, involve local constituents (elected representatives, tourism professionals, etc.) and develop partnerships.
- 3 | Support the contribution that sports associations make to the quality of life of local people, and help to maintain their existence in areas subject to depopulation.

OBJECTIVE 21

Develop employment as a means of achieving sustainable development.

Employment has both social and economic ramifications. The development of sport should not worsen inequalities. Every club and association must be involved as part of their role in society.

- 1 | Help people to pursue a project by working in sport, for example by developing training programmes leading to qualifications and providing assistance.
- 2 | Provide employment to those whose physical, mental or social handicap is a barrier to their entering the job market.
- 3 | Use sport to help people in difficult situations find their way back into employment (Integration course).
- 4 | Ensure that sports employers respect the rights of the individual and work legislation.

THANKS

National partners








National suppliers



International partners



The French Sports Agenda 21 for Sustainable Development could not have been produced without the help of the following:

-  The IOC, for the Olympic Movement's Agenda 21 which has been the source of our inspiration; the work of the IOC Sport and Environment Commission; the EOC; and Olympic Solidarity for their financial support.
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CONTACT AT THE CNOSF

DENIS CHEMINADE

Phone : 01 40 78 28 17

E Mail : denischeminade@cnosf.org

SÉVERINE NIEL

Phone : 01 40 78 29 39

E Mail : severineniel@cnosf.org

This programme can be consulted on the CNOSF website at:

www.franceolympique.com

Section

“Développement des activités” - “Développement durable”.

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