



SLOVENIA



OLYMPIC COMMITTEE
OF SLOVENIA
ASSOCIATION OF
SPORTS FEDERATIONS

Paris 2024 and OCS-ASF:
**Sustainable
Practices
for the future
of sport**



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Paris 2024 and OCS-ASF:

Sustainable practices for the future of sport

A guide to sustainable solutions
in sport and sponsorship

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Together for a sustainable tomorrow for sport: lessons and commitments from Paris 2024

At a time when the world is facing many challenges, the climate crisis being the most global and one we can all respond to individually and collectively, sport is the best vehicle for delivering messages and the most inspiring example of sustainable action. As Chair of the Slovenian Olympic Committee's Sustainability Commission, I am proud that we are among the first to work and contribute to the global movement linking sport and sustainability. Our Commission has taken its work seriously and boldly and can already boast some achievements - from the 5 Rules of Sustainability campaign for young female and male athletes to the dialogue with sponsors, and in the Olympic year, we also organized a roundtable on sustainability in August this year - in the heart of the Paris 2024 Olympic Games, at the Slovenian House.

Paris, the birthplace of the 'Climate Change Agreement' in 2015, has been at the center of global efforts to understand and respond responsibly to climate change this year - and we write about how the Paris Olympics can inspire us with its successes and ideas in this Handbook. My interlocutors at the Paris roundtable were former Croatian President Kolinda Grabar-Kitarovic, who, as a member of the International Olympic Committee (IOC), chairs the commission to select the venues for the next Games, and Tom Fux, Head of Toyota Europe, who is responsible for all mobility at the Paris Olympics, Julie Duffus, Director of Sustainability at the IOC, and, at the unique initiative of the Mayor of Paris, Ana Hidalgo, Dan Lert, Vice-Mayor of Paris, joined us, responsible for sustainability projects in the city. The roundtable was a real success, with an expert introduction by Janez Potočnik, Co-Chair of the UN International Panel on Resources, and the conversation was more than just an excellent opportunity to exchange ideas, experiences, and visions on how sport can become a critical factor in the fight against climate change. It also proved that we know the passion and the ideas to be among the best.

On occasion, OCS-ASF President Franjo Bobinac signed the "United Nations Sustainability Commitment - Sport for Climate Action." The commitment is a clear signal that sports are not only a place for competition but also for taking responsibility for the future of our planet. The President's signature confirms that we will continue to pursue activities that include reducing the environmental footprint of sporting events, promoting sustainable development, and raising

public awareness of the importance of climate change. A chapter in this Handbook is also entitled: “OCS-ASF and Sustainability: The Road to the Future of Sport.”

The Paris Olympics are an inspiration and an opportunity to show the world how sport can connect with environmental and social values and become a leading player in sustainable development. We assessed them as the first Games of the sustainable era because when it comes to sustainability, it's essential to work together—and win together.

Much work still needs to be done at the Slovenian Olympic Committee and its Sustainability Commission. But we are convinced that sport, with its power and influence, can change the tide and help create a more sustainable world, preserving the world and the games for our children and their children.

This is what we write about in this Guide. We describe how sport can contribute to sustainability at all levels - from individual sportsmen and women, sports teams, organizers of small local and extensive global sporting events, international institutions, and everyone involved. Sustainability is more than a one-off project - it is a long collective effort that can improve the performance, reputation, and competitiveness of individuals and organizations at other levels. Adopting sustainable practices while reducing negative impacts on the environment strengthens cohesion and deepens trust.

With our experience integrating sustainable practices into sports events and sponsorship activities, OCS-ASF can provide expert support tailored to your needs and ideas. With this Handbook, we cordially invite you to go faster, higher, and stronger together.

dr. Alja Brglez

Chairperson of the Commission for Sustainability in Sport at the OCS-ASF



Sustainable Games Paris 2024: A blueprint for the future of sport and sponsorship

Sustainability in sports is becoming a central pillar of modern strategies and planning as the world faces increasing environmental challenges, social inequalities, and economic pressures. Sports organizations and sponsors, whatever their size, have a crucial role in securing a sustainable future. This handbook provides guidance and practical recommendations to Slovenian sports organizations and sponsors on integrating sustainability into their daily operations and sponsorship activities. The handbook promotes sustainable solutions that benefit the environment, communities, and businesses.

The Handbook is also written considering the recently concluded Paris 2024 Olympic Games, which were the scene of new historic successes for Slovenian athletes and a watershed moment in the sustainability of sport. The Paris Games were historically the most sustainable Olympic Games ever, with innovative solutions to reduce the environmental footprint, promote a circular economy, and involve local communities. This handbook aims to bring these proven sustainable practices to the Slovenian and broader regional context, where they can influence the long-term development of Slovenian sport and sponsorship strategies.

Sustainability in sports brings many benefits: reduced environmental footprint, increased social inclusion, financial sustainability, and improved reputation of sports organizations and their sponsors. Sustainability is key to long-term success in a modern sponsorship landscape where brands are increasingly conscious of their social and environmental responsibility. Sports venues, events, and sponsorships incorporating sustainable practices are becoming increasingly attractive to consumers, fans, and sponsors looking for innovative and responsible ways to engage with brands and communities.

With its Sustainability Strategy 2024-2030, the Olympic Committee of Slovenia (OCS-ASF) has assumed the role of a leading organization in promoting sustainable practices in Slovenian sport. OCS-ASF organizes sports activities and acts as a liaison between sports organizations, sponsors, local communities, and other key stakeholders to promote responsible practices that

will contribute to a more sustainable future for sports in Slovenia. The Handbook is designed as a guide to help sports organizations and sponsors identify and integrate sustainable solutions into their operations.

At the end of the handbook, you will also find a concrete questionnaire to help sports organizations and sponsors self-evaluate their sustainability practices and serve as an essential document for possible further assistance from OCS-ASF or other consultants.

Structure of the document

The handbook is divided into several key sections focusing on different aspects of sustainability in sport and sponsorship. It also includes an overview of the sustainability practices applied at the Paris 2024 Olympic Games, thus enabling the transfer of these solutions to the Slovenian and more expansive regional sports space.

1. Sustainability in sport: the role of the Olympic Committee of Slovenia (OCS-ASF)

This section presents a definition of sustainability for the OCS-ASF and an overview of the organization's current sustainability initiatives and goals. OCS-ASF aims to reduce its environmental footprint, increase social inclusion, and achieve economic sustainability, reflected in all its activities, including cooperation with sports organizations and sponsors. The role of OCS-ASF as a leading actor in promoting sustainable development in Slovenian sport is also presented, where the organization acts as a bridge between sport, economy, and society.

2. Sustainable practices at the Paris 2024 Olympic Games

This theme explores the sustainable practices implemented at the Paris 2024 Olympic Games, the most historically sustainable Games ever. The Games included the use of renewable energy, carbon footprint reduction, waste recycling, and promoting sustainable mobility. These innovative solutions can serve as a model for Slovenian and regional sporting events. Through this series, the handbook provides concrete examples of good practices that can be transferred to the domestic environment.

3. Major trends in sustainability in sport

This section highlights global sustainability trends affecting the sports industry, such as carbon offsetting, the circular economy, sustainable construction, and reducing the use of plastics. These trends are setting the direction for the future of sport and sponsorship, focusing on how smaller markets such as Slovenia can successfully integrate them to improve their competitiveness.

4. Practical recommendations for Slovenian sports organizations and sponsors

This toolkit offers concrete and practical recommendations for sports organizations and sponsors on integrating sustainable practices into their strategies. It includes advice on sustainable event management, waste reduction, renewable energy use, and digital solutions promotion. This toolkit provides transparent steps organizations and sponsors can take to improve their sustainability practices, contributing to a better sports future.

5. Conclusion and self-evaluation questionnaire

The handbook's conclusion highlights the importance of sustainable sports and sponsorship practices, emphasizing holistic care for the environment, society, and the economy. It calls on sports organizations and sponsors to integrate sustainability as an integral part of their operations. The handbook also includes a questionnaire to help sports organizations and sponsors assess their current sustainability practices. It also serves as a tool to assist further and engage with the OCS-OSCE in developing sustainability strategies.

As a smaller market, Slovenia could become a leading example of sustainable sport and sponsorship in the region. OCS-ASF is committed to supporting and guiding all interested organizations and sponsors in implementing sustainable practices. We believe that sport can become a powerful tool for positively impacting the environment and society. Now is the time to step forward and integrate sustainability into all aspects of sport—for a better future.



Sustainability at the Paris 2024 Olympic Games

Review of the Sustainability Strategy for the Paris 2024 Olympic Games

*The Paris 2024 Olympic Games were groundbreaking in sustainability and set new standards for future major sporting events. The organizers committed to a comprehensive sustainability strategy, including reducing their carbon footprint, using renewable energy, and promoting a circular economy. All efforts were aligned **with the Olympic Agenda 2020**, a strategic document of the International Olympic Committee (IOC), which envisaged changes in the Olympic Games to make them more sustainable, cost-effective, and better aligned with the needs of host cities and local communities.*

*One of the main points of this agenda was to reduce our carbon footprint, which Paris 2024 has successfully achieved. The pre-Games target was to reduce emissions by **50%** compared to the London 2012 and Rio 2016 Games. The efforts were aligned with **the Paris Climate Agreement**, which represented a commitment to a responsible approach to the environment and global climate goals.*

To manage emissions, the organizers included all levels of carbon emissions, from direct (Scope 1¹) and indirect (Scope 2) to emissions related to visitor and athlete travel (Scope 3). Efforts to reduce emissions were based on lowering travel, promoting sustainable mobility, and using energy-efficient and environmentally friendly technologies in all aspects of the Games' organization.

¹ The terms Scope 1, Scope 2 and Scope 3 are derived from the Greenhouse Gas Protocol (GHG Protocol), the globally recognised standard for measuring and managing greenhouse gas emissions. These terms describe the different sources of emissions that organisations generate: • Obseg 1: Neposredne emisije, ki jih organizacija povzroči z lastno uporabo goriv (npr. vozila, peči, generatorji).

- Scope 1: Direct emissions caused by the organisation's use of fuels (e.g. vehicles, stoves, generators).
- Scope 2: Indirect emissions resulting from the consumption of purchased energy (e.g. electricity, heat or steam produced by others).
- Scope 3: Other indirect emissions not directly controlled by the organisation but resulting from its activities (e.g. emissions from supply chain, transport of employees and visitors, production of purchased materials).

Key sustainability initiatives of the Paris 2024 Organizing Committee

Key sustainability initiatives included measures to reduce the carbon footprint, use existing and temporary infrastructure, reduce waste, and promote the use of renewable energy. Paris 2024 boasted an extremely high level of use of existing facilities and venues, with **95%** comprising existing or temporary structures. This was an essential strategy for reducing the carbon footprint as it reduced the need for new buildings, often one of the largest sources of emissions for significant events.

Among the most notable facilities are the **Stade de France** and the **Saint-Quentin Velodrome**, which have hosted athletics, para-athletics, cycling, and rugby. The existing facilities have been renovated to meet the highest sustainability standards, with the organizers considering the principles of carbon footprint reduction, reuse, and recycling.

Two new facilities explicitly built for the Games were the **Olympic Aquatics Centre** and the **Olympic Village**, both located in the north-east of Paris, where investment in sports infrastructure has been lacking in the past. **The Aquatics Centre** was a remarkable example of sustainable architecture, built with solar panels on the roof, which provided **20%** of the building's total energy needs. In addition, the seating was made from recycled plastic bottles, and the entire structure was built from locally sourced wood, reducing emissions.

The Olympic Village, which hosted over 10,000 athletes during the Games, was designed using 30% less carbon than typical French building projects. **94%** of the materials were obtained from previously decomposed structures, drastically reducing the need for new resources. In addition, the village was equipped with a **geothermal cooling system**, replacing conventional air conditioning and significantly reducing energy consumption.

Sustainable mobility was another critical component. All venues in Paris were accessible by **public transport**, reducing the need for private cars. In addition, **418 km** of cycle paths were created, including **88 km** of new protected paths. Unique bicycle parking spaces were also made available for visitors, further promoting sustainable mobility.

Only electric, hybrid, and hydrogen vehicles provided by official sponsor Toyota were used for the transport. The fleet of cars at the Olympic Games was reduced by **37%** compared to the previous Games, which also contributed significantly to reducing emissions.

The organizers used 100% renewable energy sources in the energy field. All venues were connected to existing energy grids, eliminating the need for temporary diesel generators, which are usually a significant source of emissions. Solar panels were installed on the roofs of the **Aquatics Centre** and the **Olympic Village**, allowing electricity to be generated from local renewable sources.

The organizers have ensured a 50% reduction in single-use plastics for catering services, and all catering equipment will be reused after the Games. In addition, drinking fountains were installed to allow visitors to use their reusable bottles. The food served at the venues contained twice as many plant-based dishes, which further helped to reduce the carbon footprint.

Concrete examples of sustainable actions

One of the most impressive examples of sustainable performance was the **Aquatics Centre**, built with advanced materials and technologies. In addition to the solar panels, which covered 20% of the building's energy needs, bio-derived materials such as French wood were used as the center's frame and structure. Unique technologies were also used for natural heating and filtering the outside air, reducing the need for artificial cooling and heating systems.

Another outstanding example was the **Olympic Village**, which became a sustainable residential and commercial area after the Games. The village included **6 hectares of green space**, more than 1,000 large trees, and nearly **8,000 young trees and shrubs**, creating so-called "cool zones" that have reduced temperatures in urban areas. This sustainable design will continue to serve the local community and contribute to the long-term regeneration of the northeastern areas of Paris.

Promoting **the circular economy** was also a vital sustainability measure. The organizers ensured that **90% of the equipment and materials** used during the Games would find a second life after the event. They also reduced the number of pieces of furniture from **800,000 to 600,000** based on a material footprint calculation and using existing resources. Sports federations borrowed or provided more than 75% of the sports equipment.

All these sustainability initiatives and achievements have made Paris 2024 a model for organizing major sporting events following the Global Sustainable Goals.



OCS-ASF and Sustainability: the way forward for sport

For the Olympic Committee of Slovenia (OCS-ASF), sustainability is a fundamental principle that guides the organization into the future. For OCS-ASF, sustainability means a holistic approach that includes environmental, social, and economic aspects. OCS-ASF recognizes that sport has a tremendous power to impact society and the environment and must take a responsible role in promoting sustainable practices at all levels of sport, from local clubs to national and international competitions.

As Slovenia's leading sports organization, the OCS-ASF acts as a bridge between sports organizations, government, businesses, and the wider community to create a sporting environment that is sustainable and inclusive for all. Sustainability for OCS-ASF also means promoting sporting values such as fairness, equality, cooperation, and care for the environment, which contributes to the long-term positive impact of sport on society and future generations.

OCS-ASF aims to reduce its activities' environmental footprint while creating a system in which the sports sector is financially and socially sustainable and contributes to the well-being of local communities.

The role of the OCS-ASF in promoting sustainable sport in Slovenia

The role of the Olympic Committee of Slovenia (OCS-ASF) in promoting sustainable sport in Slovenia is based on five key areas, which are summarized in their Sustainability Strategy 2024-2030:

1. Organization and infrastructure

The OCS-ASF promotes the sustainable construction and management of sports facilities and infrastructure using renewable energy sources and improved energy efficiency. The aim is to reduce sports facilities' carbon footprint and improve their long-term sustainability.

2. Sustainability at events

Sustainable sports events are at the heart of the OCS-ASF's efforts, which promote sustainable practices in the organization, such as waste reduction, sustainable mobility, recycling, and resource efficiency.

3. Knowledge and networking

OCS-ASF focuses on education and disseminating knowledge on sustainable practices while connecting sports organizations, sponsors, and other stakeholders to develop and implement sustainable solutions in sports jointly

4. Sport and the public

OCS-ASF actively engages the public and sports enthusiasts in raising awareness of sustainability through sport, promoting healthy lifestyles, and fostering awareness of the importance of environmentally responsible practices in everyday life.

5. Caring for the environment

Integrating environmental responsibility into all aspects of sporting activity is a core principle of the OCS-ASF. This includes reducing emissions, conserving natural resources, and protecting the natural environment in sporting activities and events.

Sustainability Commitment and Sustainable Practices of the OCS-ASF Partners

In the run-up to the 2024 Olympic Games in Paris, the Slovenian Olympic Committee (Slovenian Olympic Committee) and its sponsorship partners have taken an important step towards sustainability by committing to a sustainability-oriented sponsorship activation. By signing this commitment, the OCS-ASF partners, which include SKB/OTP, SIJ Group, Toyota Adria, BTC City, Mercator, Allianz Slovenia, Petrol, and the Sports Lottery, have clearly expressed their commitment to strengthening sustainability efforts in sport. The commitment underlines the importance of sustainable action at the societal, environmental, and economic levels, with sport as a powerful tool to promote positive change.

Through sport, which brings people together, transcends barriers, and promotes peace and unity, the sponsors and OCS-ASF have taken responsibility for building a better world through sustainable activities. It was essential to recognize that sport and sponsorship have a tremendous reach and impact, which can significantly contribute to the changes urgently needed for a more sustainable future. By signing the Sustainability Commitment, sponsors have demonstrated that sustainability is not just a fad but a necessary course of action that must become integral to all sport-related activities.



Signing of the SKB/OTP Commitment



Elements of a Sustainable Commitment

Sponsors who have signed the Sustainability Commitment with OCS-ASF have committed to actively integrating sustainable practices into their sponsorship activities and broader business. The focus was on tackling critical global issues such as climate change, economic inequality, and social justice, where sports have the potential to become a force for positive change. The commitment to a sustainable activation of the OCS-ASF sponsorship is based on three key pillars, which are actively supported by sponsors and OCS-ASF:

- 1. Sustainability principles in the organization:** sponsors have committed to integrating sustainability principles into their daily operations and strategic decisions.
- 2. Proactive action at sporting events:** they committed to ensuring that sustainability considerations are integrated into all stages of the planning and delivery of sporting events, especially in the context of the Olympic Games.
- 3. Stakeholder support:** sponsors will support and work with all stakeholders within the Olympic Movement in Slovenia to integrate sustainable practices into their operations. The pledge emphasized the great responsibility of sports supporters and the fact that small steps, decisions, and actions can make a big difference in creating a more sustainable future for people and the environment.

Critical points of commitment and targets for sustainable sponsorship activities

Each sponsoring partner has committed to specific objectives and activations that contribute to long-term sustainability. These goals focused on areas such as:

- **Reducing carbon footprint:** Sponsors have committed to reducing their environmental impact by introducing energy-efficient processes, promoting sustainable materials, and reducing emissions in their business activities, including sponsorship activities in sports.
- **Sustainable mobility:** partners such as Toyota have highlighted the importance of sustainable means of transport, such as electric vehicles and car sharing, to help reduce emissions at sporting events, including the Olympic Games.

- **Promotion of the circular economy:** as a leading supporter, the SIJ Group has focused its sponsorship activities on supporting the recycling and reuse of resources, using sustainably produced products that take advantage of the circular economy.
- **Supporting local communities:** sponsors have committed to act sustainably by engaging the local communities they sponsor and promoting their sustainable projects.

Sustainable sponsorship activities were closely linked to the larger objectives of the OCS-ASF, such as promoting sustainable sports events and participation in local and international sustainability initiatives, using sports as a platform for broader social and environmental change.

United Nations Sustainable Commitment - Sport for Climate Action

The commitment to sustainable practices is also demonstrated by the signing of the “*United Nations Sustainable Commitment - Sport for Climate Action*” as part of the activities at the Slovenian House during the Olympic Games in Paris.

The commitment includes targets for sports organizations to achieve net zero emissions by mid-century and a pledge to promote sustainable practices, participation, and education on climate action. Representatives of the OCS-ASF also announced the appointment of one or more Sustainability Ambassadors for Sport, which will further strengthen the organization's efforts to raise awareness and implement sustainable practices.

The signing of the Commitment demonstrates OCS-ASF's leading role in the field of sustainability in sport and represents the responsibility that sports organizations have towards future generations.

Examples of how to integrate the sustainability of OCS-ASF sponsors into sponsorship activities

The Paris 2024 Olympic Games were an important milestone in the sustainability of sport, as they were the first Games to implement the Olympic Agenda 2020 guidelines fully. Accordingly, the sponsors of the Olympic Committee of Slovenia (OCS-ASF) committed to sustainability in their sponsorship activities and, at the same time, contributed to the sustainability goals of the Olympic Games. By signing the Sustainability Commitment, the partners clearly expressed their

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Sustainability in Sports



Dan Lert

Deputy Mayor of Paris in charge of ecological transition,
the climate plan, water and energy



commitment to sustainability principles and set goals, including reducing their environmental footprint, promoting sustainable mobility, reducing resource consumption, and being more responsible to society.

OTP: Sustainable financial solutions for the future

OTP Bank is aware of the expectations arising from the European Green Deal and is committed to helping its clients move towards a low-carbon or carbon-neutral economy. As the main sponsor of the Olympic Committee of Slovenia (OCS-ASF), the bank actively supports the Olympic Movement's sustainability activities, where sustainability objectives are essential.

When signing the pledge, OTP Bank committed to sustaining the sponsorship of the OCS-ASF and integrating sustainability principles into all joint activities. In doing so, OTP Bank underlines its role in society and aims to contribute to the sustainable transition through joint activities with OCS-ASF.

OTP Bank offers its customers various financial solutions that support green and sustainable investments. These include financing energy efficiency, renewable energy, and sustainable mobility projects. The bank provides personalized attention to customers, helping them towards a more sustainable future, and offers unique products such as sustainable loans for environmentally responsible projects.

By signing the Sustainability Commitment, OTP Bank further strengthens its commitment to environmentally friendly solutions. It contributes to the achievement of sustainability goals that are important for its customers and society at large.

Mercator: pride in sustainability in everyday business

Mercator has reaffirmed its commitment to integrating sustainability principles into its daily business operations and actively supporting the Olympic Movement by committing to its sustainability-oriented activation of sponsoring the Olympic Committee of Slovenia (OCS-ASF). In doing so, Mercator expresses its belief that sports have a tremendous power to bring people together, transcend barriers, and promote positive societal change.

By signing the agreement, Mercator confirms its commitment to creating a better world for future generations and its active participation in sustainable initiatives related to sport.

As a socially responsible company, Mercator already operates sustainably and with the environment in mind in many areas. Their initiatives include promoting local communities' economic,

social, and societal development, creating friendly environments for consumers and employees, and continuously improving the quality of their offerings. Mercator strives to operate sustainably by efficiently using natural resources, energy, and raw materials essential to its sustainability strategy.

BTC: Sustainability as a cornerstone of business and sport

By signing the pledge, BTC reiterated its long-standing commitment to sustainable development and support for Olympic values and the importance of a strong vision, courage, perseverance, and teamwork as key pillars for achieving above-average results in sport and business.

Supporting athletes, organizations, and sporting events of different disciplines represents an added value and opportunity for BTC. Through this support, BTC encourages sport at the professional and recreational level, strengthens Slovenian sports culture, and promotes an active lifestyle, which is an investment in a better future for both current and future generations.

Sustainable development is the cornerstone of BTC's long-term strategy. This includes projects such as increasing green spaces, energy transformation, developing sustainable mobility, and moving towards a circular economy. Through all these initiatives, BTC is gradually reducing its carbon footprint, improving the microclimate of its businesses and shopping centers, and contributing to the comfort and well-being of visitors, employees, and business partners in BTC City.

SIJ Group: Linking sustainability and sport

For more than 35 years, the SIJ Group has been committed to sustainable development, operating according to the circular economy principles and producing steel exclusively from recycled scrap. In 2024, they have furthered their commitment to sustainability through their collaboration with sport, with a special project **called Mind of Steel**, where recycled laces from sports shoes have been combined with recycled steel to transform them into sustainable bracelets.

In cooperation with employees, sports clubs, and primary schools, more than 2,000 shoelaces were collected, and 13,500 sustainable bracelets were produced. These bracelets have become symbols of sustainability and integration and have been worn by Olympic torchbearers, SIJ Group employees, and soon also Slovenian Olympians at the Paris 2024 Games.

With this project, the SIJ Group has demonstrated its commitment to environmentally friendly practices while connecting local communities and spreading the values of sustainable development. The SIJ Group is pursuing the global Sustainable Development Goals and promoting broader social responsibility and the circular economy through this initiative.

SIJ Group's commitment to sustainability and reducing its environmental footprint is enshrined in its 2030 strategy, which commits it to reducing specific emissions from steel production by 51% by 2030.

1. How are the circular economy principles, which the SIJ Group has been integrating into its steel production for over 35 years, reflected in your sustainable marketing and sponsorship activities at the Olympic Games?

Indeed, the SIJ Group has been committed to sustainability for several decades, making steel exclusively from steel scrap instead of natural raw materials. We also translate this sustainability orientation into sports partnerships, especially in sustainable sports infrastructure. In cooperation with OCS-ASF, we are helping Slovenian municipalities to enrich their sports infrastructure and improve the quality of life in their local communities: we are installing steel outdoor training grounds and building bumpers from slag that we have certified as a by-product of steel production. We use the excess heat generated in our production to heat community swimming pools in Ravne na Koroškem as a donation.

Through sponsorship projects under the common name Steel Will, we raise public awareness about steel as the world's most recycled material and the by-products of steel production.

Our recycled steel is also used in the Slovenian torch, which was our activation of the OCS-ASF sponsorship for the Olympic Games in Tokyo. The torch was a tribute to the 400th anniversary of steelmaking in Carinthia. Each torchbearer received a steel will-o'-the-wisp bracelet and a piece of recycled steel from the SIJ Group.

Ahead of the Olympic Games in Paris, the torch traveled across Slovenia for the second time: re-awakening the will of steel, spreading the values of Olympism, bringing communities together, strengthening belonging, and inspiring. We at SIJ Group have added a concern for the future. We encouraged it with a sustainable steel will bracelet made from discarded shoelaces and a piece of recycled steel.

2. The Steel Will project involved a piece of recycled steel and scrap shoelaces turned into sustainable bracelets. How does this project contribute to raising public awareness of the importance of recycling and reusing materials through sports sponsorship?

Following the OCS-ASF initiative to integrate sustainability principles into the joint activations in the framework of the Summer Olympic Games in Paris, we planned an activation to strengthen sustainability in our sports partnership further, implement the initiative, and show that sustainability can be an Olympic sport.

Just as we reprocess scrap steel into new types, we have reused scrap shoelaces in new and original ways. We made sustainable bracelets out of used shoelaces and strung them with a piece of our recycled steel.

We invited all SIJ Group employees, members of SIJ Group partner sports clubs, and primary schools across Slovenia to collect used shoelaces. The users of five daycare centers and social inclusion programs made sustainable bracelets from used shoelaces, thus involving vulnerable groups of people from their local environment.

Together with our colleagues, sports clubs, and primary schools, we collected more than 2,000 shoelaces and waste shoelaces from Slovenian production that would otherwise have been incinerated as waste, producing 13,500 sustainable bracelets!

This project has brought together many communities: those who contributed used shoelaces and made bracelets, the almost 10,000 Slovenian torchbearers, Sij's colleagues, and the Slovenian Olympians in Paris. The sustainable steel bracelet—a shoelace and a piece of our recycled steel—connects them all, a timeless reminder and inspiration that perseverance brings sustainability.

After Tokyo and Paris, more than 20,000 people across the country are carrying a piece of our recycled steel, with the message of steel will and the awareness that the products of the steel industry are also widely used in sports and sports infrastructure.

3. As a long-standing partner of the Slovenian Olympic Committee, how does the SIJ Group see the role of sustainable sponsorship in promoting a sustainable future for sport and communities?

In 2022 and even more intensively in 2023, the SIJ Group, in line with its sustainable business model and the publication of the decarbonization plan, has also linked its sponsorships to sustainability. However, we have been carrying out activities for several years, and we have not integrated them directly into the concept of sustainability. Just as we ourselves are committed to operating according to the principles of the circular economy, using our by-products, recycling, and generally operating sustainably, we encourage everyone with whom we are closely connected to do the same: the communities in which our production facilities operate, our employees and their families.



A Slovenian torch made from recycled stainless steel and beech wood was born at the SIJ Metallurgical Steelworks in Ravne. As a tribute to the 400th anniversary of steelmaking in Carinthia, the torch activated the OCS-ASF sponsorship for the Olympic Games in Tokyo.



Each torchbearer received a 'Steel will' bracelet as a memento. The pendant on the bracelet is made from recycled steel, which is produced according to the principles of the circular economy.



Everyone who is connected to the sustainable steel will bracelet, whether by contributing used shoelaces, helping to make the bracelets, or receiving one as a memento, has become a teammate in our new Olympic sport—caring for the future. In this race, the sustainable bracelet connects us, inspires us, and fills us with steel will.



We built 22 steel outdoor exercise rings using recycled steel across Slovenia.



From slag, a by-product of steel production like gravel, our partners and we are building sustainable pump tracks, using our by-product instead of natural material.

In this direction, as mentioned above, we have built on the Slovenian Torch and Steel Will bracelets project ahead of the Paris 2024 Olympic Games and added a sustainable touch with the slogan “Caring for our future is also an Olympic sport”.

We will continue to pursue the objectives of the SIJ Group’s sustainability strategy through sponsorship activations. We will engage with communities through activities demonstrating responsibility towards society, communities, and employees by supporting local sports, building sustainable sports infrastructure for all, or involving communities (e.g., vulnerable groups) in our activities.

4. The Steel Will project has attracted considerable interest as an innovative sustainability project. What are the plans to further expand this or similar projects to integrate industry, sport, and sustainability solutions?

The SIJ Group constantly strives to understand steel and the by-products of the steel industry (slag, excess heat, etc.) as a versatile material, including in sports and sports infrastructure. Therefore, also around sponsorships, we will continue to look for creative solutions for the use of steel and the by-products of steel production. We will continue our commitment to innovation and sustainable development while strengthening our ties with local communities and broader society.

Toyota Slovenia - Committed to sustainability and mobility for all

In cooperation with OCS-ASF, Toyota Slovenia continues its journey toward a sustainable future and sets new milestones. By signing the Sustainability Pledge, Toyota has actively supported the strategic plan for the future of the Olympic Movement. Sustainability is embedded in the organization's and its supporters' fundamental pillars and is also reflected in the Toyota Commitment. As a global partner of the Paris Games, Toyota has also put sustainability at the forefront of its communication activities on the international stage.

An essential part of Toyota's sustainability efforts is the 'Environmental Challenge 2050', with the company committing to reduce CO₂ emissions and achieve carbon neutrality by 2050. In addition, Toyota is promoting a circular economy, reducing water consumption and encouraging recycling to ensure sustainable development for future generations.

With a philosophy that prioritizes people and technology, Toyota is working to create a brighter future. Through innovative mobility solutions, Toyota contributes to sustainability and a more inclusive and accessible society where everyone can participate and contribute to a better world.

1. Toyota was one of the leading partners for sustainable mobility at the Paris Olympics. What are the campaign's main highlights and achievements at the Games?

As a global mobility partner, Toyota has provided the most sustainable and inclusive fleet of vehicles ever used at the Olympic and Paralympic Games.

It brought to Paris a fleet of more than 2,650 electrified vehicles and 700 sustainable solutions for last-mile mobility. Around 60% of the fleet had zero CO₂ emissions, including 500 Mirai saloons running on hydrogen fuel cells. This fleet remained in Paris after the Games and became part of the Paris taxi fleet.

As Toyota was driven by its values, this was also the most inclusive fleet. It was based on the concept of 'mobility for all': for athletes, officials, volunteers, accredited media representatives, and spectators—individuals and collectives, with exceptional care for people with disabilities. Thus, Toyota has committed to making Paris 2024 a unique example of innovative, inclusive, and sustainable mobility.

The focus of all Toyota's activities:

- The Paris 2024 mobility concept is inspired by and supports athletes,
- throughout the Games period, ensuring sustainable, accessible, and inclusive mobility for all,
- Supported the Paris 2024 target: a 50% reduction in CO₂ emissions² compared to previous Games,
- with a 100% electrified fleet, it has provided a comprehensive sustainable mobility experience and
- It presented ten different hydrogen-based mobility solutions to encourage the expansion of hydrogen infrastructure.

2. Toyota is committed to achieving the Sustainable Development Goals through Mobility For All. How does this philosophy influence your sports sponsorship activities?

The values of sport and Toyota are very close. Both are about inclusion and working together to achieve a common goal through fair play. Toyota's vision of 'mobility for all' is about how we see future mobility—diverse, dynamic, fun, and inclusive. That's why Toyota opened the Toyota Inclusive Mobility Park in Paris during the Games, showcasing various innovative mobility solutions to bring mobility closer to people with diverse needs.

With Mobility for All and KINTO solutions, we want to contribute to a more inclusive and sustainable society at home. We want to promote innovation and excellence on and off the sports field today and for future generations. We will continue approaching sports sponsorships and activities within them with this mindset.

3. How does Toyota Slovenia/Adria plan to further integrate sustainable solutions into the local environment?

Toyota has established itself in Slovenia, the region, and globally as a reliable provider of mobility services and is no longer just a vehicle manufacturer. Mobility services are brought together under the umbrella brand KINTO: KINTO One provides business vehicle rental, KINTO Share provides car sharing for business users, KINTO Join provides car sharing, and KINTO Ride provides on-demand transportation.

The latter is better known as ToyotaGO, Transport on Demand, which addresses mobility challenges, especially for children, young people, and the elderly. The digitized platform is an ideal solution for a municipality or group of municipalities where settlements are spread over a large area. It effectively complements public transport where there are fewer lines, helping to maintain or restore rural populations by raising the quality of life outside urban centers. There is



growing interest in implementing ToyotaGO. We are proud of the several good stories we write and the local environment in the Karst and Brkina region, the Triglav National Park... We can say that with ToyotaGO we are successfully changing mobility habits and pushing the boundaries towards a green passage.

4. Toyota is working towards the goal of carbon neutrality by 2050. What are the key challenges and opportunities Toyota faces in achieving these goals?

We want to achieve carbon neutrality for all our European plants as soon as possible, and by 2030 at the latest, we want to take advantage of available charging infrastructure, raw material availability, renewable energy, and affordability. We are progressively expanding our zero-emission vehicle portfolio to meet our target of 100% CO₂ reduction of all new vehicles in Western Europe by 2035. We are already actively reducing carbon emissions by offering a wide range of electrified cars while working towards eliminating all CO₂ emissions throughout the vehicle life cycle by 2050. But we are not just concerned with carbon neutrality. In line with Toyota's 2050 Environmental Challenge, we are committed to implementing measures to conserve water and biodiversity and to promote a recycling-based economy.

In all these activities, Toyota recognizes above all the many opportunities because we are an innovative development company, and we are constantly proving ourselves with original, sustainable solutions. ToyotaGO, on-demand transport, is the fruit of Slovenian development. In our rich history, we have set many new standards and trends. We are a first mover - in product, technology, business, ecology and corporate terms - as Interbrand has ranked us as the strongest automotive brand for many years. Our collaborative philosophy, therefore, also sees sustainability challenges as an opportunity to pioneer a change for the better in mobility.

Allianz Slovenia: promoting sustainable practices

Allianz Slovenia has committed to the sustainable activation of the Slovenian Olympic Committee's (OCS-ASF) sponsorship, further strengthening its commitment to sustainability principles. As an insurer that thinks about long-term results, Allianz puts sustainability at the heart of its operations, focusing on reducing the risks posed by climate change and natural disasters.

Integrating environmental, social, and governance (ESG) factors into day-to-day operations is important to Allianz.

Allianz Slovenia's sustainable solutions aim to reduce the impacts of climate change while improving people's lives and protecting human rights and the environment. The signing of this

sponsorship commitment represents another step forward in their commitment to a sustainable future and to strengthening their socially responsible activities in Slovenia and beyond.

Petrol: Supporting sustainable energy

Petrol is committed to sustainable development and social responsibility, as demonstrated by its support for numerous sports, cultural, humanitarian, and environmental projects. Through this sustainability orientation, the company aims to contribute to a healthy lifestyle for society and a higher quality of life in its local communities.

By signing a commitment to sustainable activating the Slovenian Olympic Committee (OCS-ASF) sponsorship, Petrol has further strengthened its role as a critical partner of Slovenian sport. The company has worked with Slovenian athletes in various disciplines for many years, both in team and individual sports. It has traditionally been one of the most prominent sponsors of many of them. By supporting high-profile sporting events, Petrol not only reinforces the strength of its brand but also promotes sustainable values such as environmental responsibility, health care, and community support.

Sports Lottery: Commitment to the sustainable activation of OCS-ASF sponsorship

The Sports Lottery's mission is based on the tried-and-tested values of the past while dynamically adapting to future demands. As an agile, socially responsible, and sustainability-driven company, it recognizes that sustainable development is key to success in today's business environment.

By signing the commitment to the sustainable activation of the Olympic Committee of Slovenia (OCS-SS Slovenia) sponsorship, the Sports Lottery has taken an essential step towards an even closer integration of sustainable values within the sports environment. With this commitment, the company further consolidates its role as a critical partner of Slovenian sport, supporting not only professional athletes but also the development of sport at the recreational level.

The Sports Lottery's mission is to create sustainable value for all stakeholders, including society. The company follows sustainable business principles through a responsible approach, transparency, and efficient operation, and it strives to reduce its environmental impact through all business processes. At the same time, it contributes to raising awareness of the importance of sustainable practices in sports through its support for sporting events and organizations.

Sustainability is integrated into all aspects of the Sports Lottery's activities, including supporting projects that promote responsible resource use, energy efficiency, and social responsibility. It contributes to achieving the broader Sustainable Development Goals and fostering a sustainable future for sports organizations, athletes, and society.

Telekom Slovenije: smart winding for a sustainable future

As part of its sponsorship commitment to sustainable development and responsible communication, Telekom Slovenije focuses on promoting positive and respectful cheering, especially on social media. As part of the **"If we don't respect each other, it's harder to win"** campaign, Telekom Slovenije has drawn attention to the importance of respectful communication between athletes and fans and reducing hate speech.

Telekom Slovenije's sustainable sponsorship strategy emphasizes the importance of responsible communication and support for athletes in the digital world. In doing so, it has created a positive environment where athletes and fans can engage without fear of adverse reactions, which benefits the entire sports community in the long term.

The commitment to sustainability adopted by the partners of the OCS-ASF on the Paris 2024 Olympic Games has set a new standard for sports sponsorship in Slovenia and the region. Sponsors such as SKB/OTP, Mercator, BTC City, SIJ Group, Toyota Adria, Allianz Slovenia, Petrol, Sports Lottery, and Telekom Slovenije have shown through their activities that sustainability is not just a marketing slogan but one of the core parts of their activities. Each of these organizations has translated their commitment to sustainable sponsorship into concrete actions that reduce their environmental footprint, promote sustainable mobility, and responsible resource management.

By actively integrating sustainability principles into their sponsorship activities, these partners have contributed to the Olympic Games' sustainability goals and laid the foundations for long-term sustainability in Slovenian sport.



Sustainability best practices from global sponsors

Sponsor companies working with the Olympic Movement are important in promoting sustainability and environmental responsibility. The Olympic Games is a global event that brings millions worldwide, offering a unique opportunity to raise awareness of key environmental issues and showcase innovative solutions. Global sponsors supporting the International Olympic Committee (IOC) are committed to sustainable practices and have set the standard for the future of sporting events through their sponsorship activities. This section will present an overview of the sustainability practices of some of the largest global sponsors of the Paris 2024 Olympic Games, innovative sustainability initiatives, and their contribution to the Global Sustainability Goals.

Overview of sustainable practices of global sponsors of the Paris 2024 Olympic Games

The Paris 2024 Olympic Games have been the scene of many innovative sustainability initiatives, in which critical global sponsors such as Toyota, Coca-Cola, Intel, Visa, Samsung, Bridgestone, and others have played an important role. These sponsors contributed to reducing the Games' environmental footprint through their solutions and supported broader sustainability goals such as reducing greenhouse gas emissions, reducing waste, and fostering digital innovation. The following is an overview of each sponsor's sustainability initiatives, grouped by their key achievements.

Toyota has been a key partner in delivering sustainable mobility for all at the Paris 2024 Olympic and Paralympic Games. As the Olympic Games Official Mobility Partner, Toyota has introduced several innovative solutions to make mobility more accessible and environmentally friendly for athletes, organizers, volunteers, and spectators.

Toyota provided a 100% electrified fleet for the Games, including more than 2,650 electric vehicles and 500 Toyota Mirai vehicles, which run on hydrogen fuel cells and allow zero-emission mobility. After the Games, all Mirai vehicles became part of the Paris hydrogen taxi fleet, bringing the number of these environmentally friendly vehicles in Paris to 1,500. Toyota has significantly reduced CO₂ emissions, with vehicle emissions at these Games being as much as 50% lower than at previous Olympic Games.

Toyota has also provided personal mobility solutions for participants with reduced mobility, including 250 electric Accessible People Movers and more than 200 electric wheelchair trailers. All these services were made available through the KINTO Share app, which enabled car sharing and better transportation organization.

In addition to ensuring sustainable mobility, Toyota has also been involved in introducing various hydrogen mobility applications, including hydrogen buses, trucks, boats, and forklifts. This has demonstrated the potential of hydrogen as a key building block for a low-carbon future. Through its “Start Your Impossible” campaign, Toyota has encouraged more than 100,000 European employees to participate in non-business challenges such as sports, volunteering, and mindset change activities to contribute to a better society. Toyota has demonstrated its commitment to sustainable mobility and inclusion, aligning with its long-term goal of carbon neutrality and building a better, more sustainable future.

Bridgestone contributed to sustainable mobility at the Paris 2024 Olympic Games with advanced fleet solutions, including high-performance tires and automotive services. Their tires were designed for maximum efficiency and safety, reducing fuel consumption and CO₂ emissions of vehicles at the Games. In addition, Bridgestone organized road safety training sessions for the drivers who provided transport at the Olympic Games, which helped to improve safety and awareness.

Bridgestone has also teamed up with other Paris 2024 partners to advance inclusive and sustainable transport solutions, helping to reduce the event’s environmental footprint. In addition, they provided premium golf products and customized sports equipment for Paralympians, demonstrating their commitment to supporting both Olympic and Paralympic athletes sustainably.

Coca-Cola contributed to sustainable solutions at the Paris 2024 Olympic Games with innovative packaging solutions and campaigns to reduce its environmental footprint. Recycling stations were set up at all venues, and several awareness campaigns were carried out to encourage visitors to manage waste responsibly. In addition, the use of single-use plastics was reduced by introducing refillable beverage solutions and sustainable packaging, which contributed significantly to the reduction of plastic waste at the event. With these measures, Coca-Cola has set new standards for waste management at major sporting events.

In France, the company has linked the Olympic flame to the event with AI-created artworks and music concerts along the torch's path. In addition, more than 750,000 samples of beverages packaged in sustainable packaging were distributed to mark the occasion. Coca-Cola showed that sustainability is not just a trend but an integral part of its sponsorship strategy.

Their strategy was fully aligned with the Olympic Agenda 2020, which means they have actively reduced waste and carbon emissions. In addition, they used low-emission vehicles in the back end of their supply chain, further reducing their carbon footprint.

Samsung has launched “Together for Tomorrow, Enabling People” as part of the Paris 2024 Olympic Games. This joint initiative between Samsung and the International Olympic Committee is designed to engage younger generations and create positive social change through sport and technology.

This initiative's digital community is built around three core values: social contribution, health, and creativity. It allows young people to participate in various collaborative Olympic challenges designed to create a better tomorrow. Young people can participate in sporting challenges while contributing to the social good through activities promoting healthy lifestyles and innovative thinking.

Procter & Gamble (P&G) has designed and produced the ultimate symbol of sporting excellence - the Paris 2024 Olympic and Paralympic Games podium. In partnership with the International Olympic Committee, the International Paralympic Committee, and the Paris 2024 Organizing Committee, P&G has helped create a platform where athletes stand proudly after achieving a lifetime goal.

The podiums were manufactured in France using recycled plastic collected and processed in collaboration with P&G. The design and manufacture were inspired by Gustave Eiffel's iconic work, highlighting the perfect combination of creativity, knowledge, and craftsmanship that characterizes the French cultural heritage.

Intel delivered advanced AI and hardware solutions at the Paris 2024 Olympic Games, enabling an immersive and engaging experience for athletes and fans alike. Using powerful **Xeon** processors, Intel technology enabled live streaming, including 8K resolution streaming, ensuring fast and smooth transmissions with minimal delays.

In addition, Intel's **Geti** platform for automatic highlights generation with AI helped create highlights of sporting events that were then shared on social media. Sports fans enjoyed interactive experiences at the venues, where AI allowed them to simulate Olympic drills and analyze their performance.

Intel has also focused on accessibility, with its technology helping blind and visually impaired fans navigate venues using unique apps and voice tools. In addition, Intel's technology has contributed to preserving Olympic heritage by digitally bringing Olympic artifacts to life in 3D models.

With these innovative solutions, Intel has transformed the AI-powered Olympic Games experience, contributing to a better and more technologically advanced experience for all Games participants.

Visa was a partner at the Paris 2024 Olympic and Paralympic Games, contributing to a better future through sport with its sustainability and commitment to inclusion. As the exclusive provider of payment technology, Visa enabled contactless payments at thousands of points of sale across France, reducing the need for physical transactions and the waste that paper bills and plastic cards would have caused. This sustainable approach supported the Paris 2024 environmental goals and contributed to reducing the event's ecological footprint.

Visa, in partnership with local youth sports organization "**Sport Dans La Ville**" (*Sport in the City*) and the "**Pas Sans Vous**" (*Not Without You*) program, provided access to the Games for young people from local communities, funding sports centers and mentoring for girls. In doing so, the company supported the sustainable inclusion of young people and promoted social justice. Key to this initiative was the collaboration with small businesses across France, which had the opportunity to participate in the economic opportunities brought by the Olympic Games through the "**Les Paiements Gagnants**" (*Winning Payouts*) campaign.

With this holistic approach to sustainability and inclusion, Visa has contributed to the Paris 2024 vision of a greener and more socially just Games. By introducing innovative technologies, such as the Visa Go app, and inclusion initiatives, the company has set a new standard for responsible sponsorship at global sporting events.

Alibaba has been essential in introducing sustainable technologies and promoting energy efficiency at the Paris 2024 Olympic Games. The Alibaba Cloud Energy Expert solution helped game

organizers collect and analyze energy consumption data across all 35 competition venues, enabling them to monitor and improve energy efficiency closely.

Energy Expert collected data from smart electricity meters that monitored real-time energy consumption, weather conditions, and venue performance. Thus, the platform provided an overview of all the Olympic and Paralympic Games' energy needs, allowing organizers to monitor their environmental impact closely.

One key objective of Alibaba's technology was to reduce the carbon footprint associated with electricity consumption at the Games, thus contributing to a sustainable future for future Olympic events. Alibaba's Energy Expert platform made the Games more sustainable, provided valuable insights for future organizers such as Los Angeles 2028, and helped plan even more energy-efficient sporting events.

How Sustainable Practices Contribute to the Global Sustainable Goals

The sustainable practices implemented by global Olympic sponsors at the Paris 2024 Olympic Games have contributed to the global Sustainable Development Goals (SDGs²) and offer a strong example for future business models in sport and beyond.

- **Toyota** has actively supported **Goal 13** (Action on Climate Change) with its electric and hydrogen vehicles fleet by reducing greenhouse gas emissions and promoting sustainable mobility. The introduction of 500 Mirai hydrogen fuel cell vehicles and accessibility solutions such as electric vehicles for people with reduced mobility have shown how mobility can contribute to a greener sporting event while promoting social inclusion and equality.

² The Sustainable Development Goals (SDGs) are universal global goals adopted by the United Nations in 2015 as part of the 2030 Agenda for Sustainable Development, designed to end poverty, protect the planet and ensure peace and prosperity for all people by 2030. The SDGs include 17 goals focusing on different areas such as climate change, economic growth, social justice, clean energy and sustainable use of resources.

- **Coca-Cola's** initiative to recycle and use sustainable packaging solutions supports **Goal 12** (Responsible Consumption and Production). Their awareness campaign and the installation of recycling stations at the venues contributed to reducing plastic waste, providing Games-goers with the tools to manage waste sustainably. Their commitment to innovative packaging solutions has set new standards for reducing plastic consumption.
- **Visa's** digitization of payment systems reduced the need for physical means such as plastic cards and paper bills, supporting Goal 9 (Industry, Innovation, and Infrastructure). The digital solution enabled contactless payments at more than 3,500 points of sale, helping to reduce emissions and create a more sustainable environment at Olympic and Paralympic venues.
- **Samsung** supported **Goal 12** with its "Together for Tomorrow" initiative and sustainable packaging practices. Promoting social inclusion and innovative solutions for young people has influenced broader social change alongside sustainable packaging and created a platform to engage young people in sustainable and creative challenges.
- **Intel** contributed to **Goal 7** (Affordable and Clean Energy) using AI and renewable energy solutions. Intel technology used to live-stream and create memorable moments with AI demonstrated how advanced technology can contribute to more energy-efficient solutions at global events.
- **Bridgestone** contributed to **Goal 15** (Life on Land) with its advanced tire solutions and sustainable materials. They reduced the environmental impact of their tires, contributing to lower fuel consumption and emissions while making transport safer and more sustainable at the Olympic Games.
- **Alibaba** contributed to better resource management and supported **Goal 13** with its **Energy Expert** solution and data collection on energy consumption at Olympic venues, giving a better overview of the energy needs of the event and contributing to greater energy efficiency and a reduction of the Games' carbon footprint.

Each of these practices not only contributed to the success of the Olympic Games but also laid the foundations for a sustainable future for sport and business. In doing so, the sponsors have shown how sustainability can be integrated into every aspect of the business and sporting environment, contributing to a better, greener world.



Main trends in sustainability in sport

Sustainability in sports has become one of the key trends shaping the future of sports event organization, sports facility management, and sponsorship. With growing environmental concerns and climate change, sports organizations, sponsors, and events seek innovative ways to reduce environmental impact. Global sporting events such as the Olympic Games serve as examples of best practices in sustainability, with international sponsors and organizers setting new standards for a sustainable future for the sport.

Overview of global trends in sustainability in the sports industry

1. Carbon neutrality and emission reductions

Reducing greenhouse gas emissions is becoming one of the top priorities when organizing sporting events. Moving towards carbon neutrality includes a shift towards cleaner transport forms, using renewable energy sources, and introducing energy-efficient solutions. Companies and organizers work together to reduce emissions through electric vehicles, hydrogen fuel cells, public transport, and zero-emission mobility solutions.

2. Circular economy and efficient waste management

Sporting events generate large amounts of waste, making the introduction of a circular economy a necessity. Material reduction, recycling, and reuse are key to reducing these events' environmental footprint. Successful initiatives include using sustainable packaging, waste collection, and implementing recycling systems at venues.

3. Sustainable infrastructure

Sustainable infrastructure is becoming an important factor in organizing major sporting events. Modernizing existing facilities and constructing new buildings concerning environmental standards such as energy efficiency and sustainable use of water can reduce the negative impact on the environment. This includes using locally sourced materials and technologies that reduce resource consumption.

4. Renewable energy

Investment in renewable energy sources such as solar and hydrogen is one of the key trends that are helping reduce emissions and improve the sustainability impact of sporting events. The shift to renewable energy allows sports venues to operate with minimal environmental impact while reducing dependence on fossil fuels.

5. Inclusion and accessibility

Increasing accessibility for all stakeholders, including people with disabilities, is becoming increasingly important. Mobility solutions that make it easy to move around venues and infrastructure adaptations ensure that events are accessible to all. This includes adaptations for people with disabilities and better services for older and more vulnerable groups.

6. Social responsibility and inclusion

Linking sports events to social values such as inclusion, equality, and the promotion of diversity is becoming increasingly integrated into sponsorship strategies and the organization of sports events. Companies investing in sustainability are increasingly aware that their social impacts must also be positive. This includes supporting local communities, creating jobs, and promoting equality.

7. Sustainable mobility

Mobility is one of the biggest challenges of major sporting events, so innovative solutions such as electric vehicles, vehicle sharing, and hydrogen fuel cell technologies are key to reducing the environmental impact. Introducing sustainable transport solutions that reduce emissions and increase efficiency is at the forefront of sustainable mobility at sporting events.

8. Sustainable governance and transparency

Sports events increasingly focus on holistic sustainability management, which involves implementing sustainable management systems that integrate environmental, social, and economic objectives throughout the organization's processes. Transparency in implementing sustainability initiatives is key to maintaining trust among stakeholders.

9. Public awareness

Raising public awareness of the importance of sustainable actions through sporting events is crucial. Major sporting events are an excellent platform to educate and promote sustainable values among fans and the general public. Using digital media and awareness campaigns is vital for spreading sustainability messages.

10. Impact on local communities

Sports events play a key role in the sustainable development of local communities. Sustainable practices include reducing environmental impact and investing in the local economy, strengthening social cohesion, and improving the quality of life in the cities that host such events.

These trends show that sustainability in the sports industry is becoming a central pillar of action. It reduces events' negative environmental footprint and generates long-term benefits for society and the environment.

How these trends are shaping the future of sport and sponsorship

Global trends in sustainability in sports are changing how sports events are organized and influencing sponsorship business models. Sports events and sponsors increasingly know the need to adapt their activities to sustainability objectives to maintain their reputation and attract environmentally conscious fans and consumers.

1. Sponsorship appeal:

companies that integrate sustainability into their business strategies are more attractive to sponsors who want to associate their brand with environmentally responsible values. Sustainable initiatives such as reducing carbon footprint, using renewable energy, and promoting sustainable mobility increase the value of sponsorship contracts and positively impact brand reputation.

2. Sustainable events as standard:

Expecting that major sporting events such as the Olympic Games will become sustainable, sponsors and organizers will be under increasing pressure to meet environmental standards. Events that boast low emissions and responsible waste management will become more attractive to sponsors looking to associate themselves with green initiatives.

3. Increasing community involvement:

In the future, more and more sports events will focus on working with local communities on sustainable projects. Sponsors will promote projects such as greening cities, cleaning the environment, and promoting sustainable mobility, creating stronger links between events, sponsors, and local communities.

4. Digital and sustainable solutions:

increasing digitization and using sustainable technologies such as cashless payments and cloud services will reduce resource consumption and increase the efficiency of sporting events. Sponsors can connect with sports events through innovative and sustainable digital solutions.

Relevance for smaller markets like Slovenia

Smaller markets like Slovenia have a unique opportunity to take advantage of global sustainable trends in sports for their development and growth. Despite limited resources, Slovenian sports events and organizations can adopt innovative sustainability practices to increase their competitiveness and attractiveness to sponsors.

1. Improving brand image:

by adopting visible sustainability initiatives such as green infrastructure, recycling, and plastic reduction, Slovenian sports organizations can improve their reputation among environmentally conscious fans and attract new sponsors who want to be associated with responsible organizations.

2. Savings through sustainability:

Investing in energy-efficient solutions, such as energy-saving lighting and water reduction, will bring long-term savings for Slovenian sports organizations. These savings can then be channeled into other projects and improvements.

3. Increase local community involvement:

Slovenian sports organizations can organize events such as clean-up campaigns and workshops on sustainable living, strengthening links with the local community, and encouraging sustainable habits among residents.

4. Attracting sponsors:

with a clear focus on sustainability efforts, smaller markets such as Slovenia can attract larger international sponsors looking for opportunities to work with responsible, sustainability-focused organizations.

Global sustainability trends in sports offer enormous opportunities for smaller markets such as Slovenia to harness sustainability as a critical factor for growth, visibility, and attracting sponsors.



Guidelines for Slovenian sports organizations and sponsors

Sustainable practices can become an important competitive advantage in sports in smaller markets like Slovenia. Through carefully planned strategies, sports organizations and sponsors can achieve significant benefits such as improved brand image, increased consumer trust, and compliance with sustainability regulations. Here are practical recommendations for introducing sustainable practices in sports sponsorship and steps companies can take to integrate sustainability into their sports sponsorship strategies.

Recommendations for sports organizations to implement sustainable practices

Slovenia is ideally placed as a smaller market to make sustainability a core part of sports events and sponsorships. Although we have limited resources, this can be advantageous, as it encourages us to be innovative and efficient. Through innovative approaches and responsible management, sports organizations can achieve sustainability goals, reduce their environmental footprint, and attract eco-conscious sponsors and audiences. Sports organizations must recognize their role in introducing sustainable practices and influencing wider society, as they can act as role models and guide responsible resource management.

The role of sports organizations in implementing sustainable practices

Sports organizations have a dual responsibility in the sustainability transition. As representatives of society, they must set an example of responsible action through their social and sporting values while at the same time having a direct impact on the broader impact of sustainability through their presence and connection to the (local) community. Regardless of size, all sports organizations - from local clubs to national federations - can actively contribute to the sustainability goals. They can reduce environmental impacts in their day-to-day operations, integrate sustainable solutions into managing facilities and events, and raise awareness through communication and examples.

Concrete practices and proposals for introducing sustainable practices in sport

1. Green certification for events

- Activity: obtaining certificates for sustainable event management allows for formalizing sustainability efforts and establishing standardized procedures to reduce the environmental footprint.
- Potential impact: Green certification enhances the reputation of the organizers by demonstrating their commitment to Sustainable Goals, attracts sustainability-minded sponsors, and increases interest among audiences that support sustainable initiatives.

2. Zero Waste Initiatives

- Activity: Introduce recycling, waste reduction, and the reuse of materials at all events. A practical example is the use of returnable packaging, recycled materials for equipment, and promotional materials.
- Potential impact: reducing waste contributes to a cleaner environment, increases the event's image, and attracts sponsors who associate themselves with responsible brands.

3. Use of renewable energy sources

- Activity: installation of solar panels, wind turbines, or other renewable energy sources at the venues.
- Potential impact: Reducing the carbon footprint positions sports organizations as clean technology role models, attracting sponsors from sustainable sectors and contributing to long-term environmental goals. Such solutions enable networking with local companies operating in niche green energy areas in global markets.

4. Organic products and sustainable souvenirs

- Activity: selling sports products made from recycled or sustainable materials, such as T-shirts, caps, and other souvenirs.
- Potential impact: Offering sustainable products reduces the environmental impact of events and promotes sustainable consumption among fans, which improves the brand and the image of the sports organization.

5. Digitization of tickets and programs

- Activity: introduction of digital tickets and programs for sports events.
- Potential impact: digitization reduces the use of paper and the associated waste and costs and gives fans easier and more modern access to information.

Cooperation at a local level

By working together at a local level, sports organizations can significantly strengthen efforts to achieve the Sustainable Development Goals. By partnering with local clubs and interest groups, sports organizations increase the reach of their sustainability activities and improve their links with local people. Working together towards sustainability creates a sense of belonging and awareness in the community while supporting the local economy and developing mutually beneficial relationships.

How can sports organizations work with local partners?

1. Organizing joint sustainability events:

Sports organizations can organize clean-up campaigns, tree planting, or eco-themed sports events. These events promote sporting values while raising awareness of the importance of nature conservation.

2. Introduce sustainable practices at all levels of operation:

Sports organizations can share their experiences introducing sustainable practices such as recycling, energy efficiency, and waste management. In doing so, they create a solid basis for the broader adoption of sustainable practices in the local sports community.

3. Joint awareness-raising campaigns:

Through awareness-raising campaigns on sustainable practices, sports organizations raise awareness of the importance of responsible environmental management. Campaigns can include educational workshops, social events, or online initiatives.

4. Involving local businesses in sustainable activities:

Sports organizations can partner with local businesses that support sustainable projects and allow them to be part of their sustainability efforts. These collaborations are mutually beneficial as they provide additional funding for sustainable projects while enhancing the reputation of local businesses.

5. Promoting sustainable behavior among members and supporters:

Sports organizations can establish sustainable practices among members and supporters, such as reducing the use of plastics, recycling at events, and promoting sustainable products. They can further motivate fans with incentives such as rewards for sustainable behavior or discounts on events.

The importance of local cooperation for achieving the Sustainable Development Goals

The cooperation of sports organizations with stakeholders and businesses strengthens the involvement of the local community in sustainability initiatives. Such synergies allow for a more significant impact of sustainable practices by bringing together different stakeholders and spreading sustainable values to the wider public. Working together enables more remarkable change to be achieved at the local level, with a positive impact on the environment and society. At the same time, local cooperation raises awareness of the importance of nature conservation and responsible use of resources, which is key to a sustainable future for sports organizations and local communities.

Conclusion

Sustainable practices in sports are not only a necessary step to reduce environmental impact but also an opportunity to strengthen sports organizations' role in the local community. Actively integrating sustainable principles and values and building sustainable partnerships enables sports organizations to improve their environmental performance and increase their impact as role models and inspirations for wider society.

Sustainable development in sport is not just a trend but a commitment to responsible resource management, environmental protection, and long-term benefits for all members of the sporting community. By working together, sports organizations are becoming important actors in sustainable development, creating a new vision for the future guided by values, care for nature, and awareness of the environment's interconnectedness.



Recommendations for companies to integrate sustainability into their sports sponsorship strategy

Sustainable sponsorship in sports today is more than just financial support for events or teams. It is becoming a key tool for building a responsible reputation, meeting the expectations of environmentally conscious consumers, and ensuring compliance with increasingly stringent environmental regulations.

Companies that integrate sustainable practices into their sponsorship strategy not only reduce their activities' environmental footprint but also create long-term benefits for their brand and the wider community.

Sustainable sponsorship encourages companies to manage resources responsibly, reduce emissions, and support local sustainability initiatives, enabling them to achieve their business and social goals. Incorporating sustainable practices into a sponsorship strategy allows companies to strengthen their social presence, increase consumer confidence, and contribute to sustainable development.

Key recommendations for companies for sustainable sponsorship in sport

1. Conducting a sustainability audit

- Activity: Regular sustainability audits of sports sponsorship programs allow the company to assess current practices and identify opportunities to reduce its environmental impact. The review includes an analysis of the carbon footprint of sporting events, team transport, and consumption practices, and identifying areas where impacts can be reduced.
- Potential impact: The audit establishes a foundation for setting sustainability goals and creating more effective sponsorship strategies that align with the sponsor's sustainability values.

2. Developing a sustainable strategy

- Activity: develop a comprehensive plan linking sponsorship activity to the company's sustainability objectives, such as reducing its carbon footprint and supporting the local community. This strategy should include sustainable logistics, energy, waste, and water measures at sponsored events/activities and projects.
- Potential impact: the strategy enables the company to act consistently and responsibly in all sponsorship activities, meeting the ecological expectations of consumers and creating a long-term (sponsorship) commitment to sustainability goals.

3. Investing in carbon offsetting projects

- Activity: Investing in emission-offsetting projects linked to sporting events, such as reforestation programs, clean energy projects, or support for local circular economy initiatives. Businesses can also support projects that reduce the impact of fan transport.
- Potential impact: the carbon neutrality of sports sponsorship activities increases consumer trust in the brand and contributes to a positive environmental impact, positioning the company as responsible and sustainable.

4. Promotion of environmentally friendly products and services

- Activity: as part of the sponsorship, companies promote recycled clothing, plastic-free products, or energy-efficient solutions. Companies can also introduce promotional campaigns that support the sustainable activities of fans (e.g., digital products instead of paper advertising).
- Potential impact: promoting environmentally friendly products improves a company's public image, encourages responsible consumption, and strengthens consumer loyalty to brands with a clear sustainability vision.

5. Working with responsible partners

- Activity: sponsors should choose sports organizations and suppliers that have high sustainability standards, such as the use of renewable energy, waste minimization, and compliance with environmental regulations.
- Potential impact: by partnering with organizations that share sustainability values, the company builds a strong sustainability network and ensures compliance with the Sustainable Development Goals throughout the sponsorship chain.

6. Support for events with green practices

- Activity: Companies can support sports events that use renewable energy, reduce waste, recycle materials, and promote sustainable mobility for participants (e.g., carpooling or subsidized public transport tickets).
- Potential impact: Reducing the environmental impact of events positively impacts the brand's perception and allows it to become an example of responsible sponsorship.

7. Employee and fan education

- Activity: organization of educational workshops, webinars, or events to raise awareness of sustainable practices for employees, athletes, and fans. Incorporate environmental education into sporting activities, such as workshops or campaigns to reduce the use of plastics.
- Potential impact: education promotes a sustainable culture within the company and the sporting community, increases commitment to Sustainable Development Goals and raises awareness among the audience.

8. Use of digital platforms

- Activity: Introduce digital tools to promote events and sponsorship activities that reduce the need for printed materials (e.g., digital tickets, virtual programs). Use digital channels to reach a wider audience sustainably.
- Potential impact: digital solutions reduce the environmental footprint and costs of sponsorship activities while allowing the company to reach a wider global audience.

9. Support for local sustainable projects

- Activity: investing in environmental projects such as local clean-up campaigns, tree planting, and energy efficiency projects in sports facilities.
- Potential impact: Supporting local projects strengthens links with the local community, raises the company's profile as socially responsible, and creates additional positive impacts on the local environment.

10. Monitoring and reporting on sustainability impact

- Activity: companies regularly monitor the sustainability impacts of their sports sponsorship activities and publish reports on the targets achieved.
- Potential impact: Transparency increases trust among stakeholders and confirms a company's commitment to sustainable practices, contributing to a positive long-term corporate image.

How sustainable sponsorship can benefit brands in Slovenia

In Slovenia, companies that integrate sustainability into their sponsorship compete in the market and contribute to the long-term development of communities and the country's sustainability goals. Here are the key ways in which sustainable sponsorship can benefit brands:

1. Improved brand image

Sustainable brands are gaining a positive response among consumers, especially younger generations, who support responsible practices. Companies that include sustainable practices in their sponsorship increase their visibility as socially responsible, enhancing their reputation and public relations.

2. Increased consumer confidence

Environmentally conscious consumers seek brands that care about sustainability and environmental protection. Companies that demonstrate their commitment to sustainability goals gain consumer trust, which fosters consumer loyalty.

3. Regulatory compliance and future readiness

The EU and Slovenia are introducing ever stricter environmental regulations, and companies already implementing sustainable practices today are better prepared for future changes and to meet environmental standards.

Zaključek

For companies in Slovenia, incorporating sustainable practices into their sports sponsorship strategy is a strategic advantage and a long-term commitment. By taking a sustainable approach to sponsorship, companies meet their environmental objectives and strengthen their relationships with consumers, the local community, and the wider public. In doing so, they contribute to a sustainable future for sport and establish their brand as responsible and socially engaged.

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Conclusion

Sustainability in sport is not just a short-term solution, but a strategic commitment that will shape the future of the sports industry. As we have seen throughout this handbook, sustainable practices in sport are key to reducing environmental impact, improving social relations and long-term economic sustainability. The Paris 2024 Olympic Games set a new standard for sustainability, proving that even major sporting events can operate with a minimal environmental footprint while fostering positive social change.

Summary of chapters

In the first part, we discussed the meaning of sustainability for the Slovenian Olympic Committee (Slovenian Olympic Committee—Slovenian Olympic Committee). For the Slovenian Olympic Committee, sustainability means responsible environmental management, social inclusion, and financial sustainability. OCS-ASF works to reduce its environmental footprint and to promote equal sports opportunities, including marginalized groups, and promote social responsibility.

This was followed by a section on the main sports trends, where we highlighted key practices such as carbon offsetting, using existing venues, reducing the use of plastics, and promoting sustainable mobility. These global trends are shaping the future of sport and sponsorship and present an opportunity for smaller markets such as Slovenia.

Below, we **make practical recommendations for Slovenian sports organizations and sponsors**. Slovenian organizations and companies can integrate sustainability into their operations through green certification, waste reduction, use of renewable energy, and digitalization. Sustainable practices bring environmental benefits, improve brand reputation, increase consumer confidence, and ensure regulatory compliance.

Main conclusions

Sustainable practices in sports offer many opportunities for organizations, sponsors, and local communities:

- **The importance of sustainability:** embracing sustainability is not just an obligation but an opportunity for sports organizations and sponsors to shape the future of sports responsibly and sustainably.

- **Connecting with the local community:** sponsors and organizations that adopt sustainable practices build stronger links with the local community and promote positive social change.
- **Long-term benefits:** investing in sustainability brings long-term economic benefits by reducing costs through energy-efficient solutions and enabling better compliance with environmental regulations.

A look into the future

The future of sport and sponsorship will inevitably be sustainable. Environmental and social demands will continue to increase, and sports organizations and sponsors must adapt their operations. OCS-ASF strives to be a role model in this area and can assist all interested organizations and companies in developing their sustainability strategies and practices.

Call to action: Slovenian sports organizations and sponsors have an excellent opportunity to become pioneers in sustainable development. Adopting sustainable practices is necessary not only for the environment but also for long-term business sustainability. Sustainable initiatives will help them achieve greater competitiveness, better reputation, and consumer loyalty.

OCS-ASF is committed to supporting all interested organizations in implementing sustainable practices and developing strategies that will shape a sustainable future for sport in Slovenia. Let sport be a force for positive change—for a better world today and for future generations.

Appendix

The questionnaires for sports organizations and corporate sponsors are designed to assess and plan sustainability practices, both internally and when working with external stakeholders. They are aimed at those who want to establish or improve their sustainability strategies and make sure that their activities contribute to Sustainable Objectives, both in terms of environmental responsibility and social impact.

Questionnaire for sports organizations: internal review and planning of sustainability practices

The questionnaire is designed to serve two purposes:

- 1. Conduct an internal review of your sports organization's current sustainability practices and examine whether a sustainability strategy needs to be established or improved.**
- 2. A basic document for external assistance,** for working with the Slovenian Olympic Committee (OCS-ASF) or other experts who can help you develop and implement sustainable practices in sport.

The answers to the questions will give you insight into your organization's current state of sustainability and identify areas for improvement. The questionnaire will serve as a basis for the next steps and collaboration in developing a sustainability strategy.

1. Does your organization currently have a sustainability strategy in place?

- Yes
- No
- Partial (some areas covered)

2. Which sustainability objectives are identified in your organization's strategy (if any)?

- Reducing your carbon footprint
- Sustainable mobility
- Waste reduction
- Social inclusion and equality
- Other (please specify)

3. Have you carried out a sustainability audit that assesses the environmental impact of your events and activities?
- Yes
 - No
 - We plan
4. Do you use sustainable energy sources (e.g. solar, wind) to power your sports facilities?
- Yes
 - No
 - We plan
5. How effective are your sports events in reducing waste (recycling, composting, etc.)?
- Very effective
 - Moderately effective
 - Ineffective
 - We don't have a system in place yet
6. Are you reducing the use of single-use plastics at your events?
- Yes, significantly
 - Yes, partly
 - No
7. Are your sports venues and events accessible by public transport or other sustainable forms of mobility (e.g. bicycles)?
- Yes
 - No
 - In part
8. Do you work with local communities and environmental organizations to implement sustainability initiatives (e.g. tree planting, environmental clean-ups)?
- Yes
 - No
 - We plan

9. *What is your approach to sustainable construction and maintenance of sports facilities?*

- *We use sustainable materials and energy-efficient solutions*
- *Sustainable materials are partly used*
- *We don't have a plan*

10. *Are your staff and volunteers educated in sustainable practices?*

- *Yes*
- *In part*
- *No*

11. *Do you have a way of measuring the impact of your sustainability practices (e.g. carbon footprint, recycling, energy savings)?*

- *Yes*
- *No*
- *We plan*

12. *Do you actively promote sustainable values in your communication with fans and the community?*

- *Yes*
- *In part*
- *No*

13. *Do you involve athletes as sustainability ambassadors in your activities?*

- *Yes*
- *No*
- *We plan*

14. *Does your organization currently work with sponsors that support sustainability initiatives?*

- *Yes*
- *In part*
- *No*

15. Which sustainable practices would you like to see developed in the future?

(Please select all that apply):

- Waste reduction
- Carbon offsetting
- Renewable energy sources
- Sustainable mobility
- Other (please specify)

16. Would your organization need help to establish or improve a sustainability strategy?

- Yes
- No
- Perhaps

17. What are the main obstacles you face in integrating sustainable practices into your operations?

- Financial constraints
- Lack of knowledge
- Lack of stakeholder support
- Other (please specify)

18. Do you think that cooperation with the OCS-ASF would help to improve the implementation of sustainable practices in your organization?

- Yes
- No
- Perhaps

19. Do you have specific target groups or stakeholders that require a greater focus on sustainable practices?

- Yes
- No
- We are not sure

20. Would you be willing to participate in a program to share knowledge on sustainable practices between sports organizations?

- Yes
- No
- Perhaps

Questionnaire for sponsors: integrating sustainable practices into your sports sponsorship Strategy

The questionnaire has a dual purpose:

- 1. An internal overview of** your company's current sustainability practices in the context of sports sponsorship.
- 2. A basic document for external assistance**, for working with the Slovenian Olympic Committee (OCS-ASF) or other consultants who can help you develop a sustainable sponsorship strategy.

This questionnaire will help you assess your sustainability practices and identify areas where you can improve your commitment to sustainability through sports sponsorship. It will also serve as a tool for you to plan the next steps in your cooperation with OCS-ASF in establishing or improving your sustainability practices.

1. Does your company already integrate sustainability into its sports sponsorship strategy?

- Yes
- No
- In part

2. Have you carried out a sustainability audit of your sponsorship activities?

- Yes
- No
- We plan

3. Which sustainability objectives does your company support through sports sponsorship? (please select all that apply):

- Reducing your carbon footprint
- Promoting sustainable mobility
- Waste reduction
- Social responsibility (inclusion, equality, etc.)
- Other (please specify)

4. *Do you have sustainable practices in place for the sporting events you sponsor (e.g. use of renewable energy, recycling)?*
 - Yes
 - No
 - In part
5. *How do you integrate the Sustainable Development Goals into your sponsorship agreements with organizations?*
 - Active
 - In part
 - We do not include
6. *Do you work with sports organizations to implement sustainability initiatives (e.g. recycling, renewable energy, circular economy)?*
 - Yes
 - No
 - We plan
7. *Do you offer sustainable products or services as part of sponsorship activations?*
 - Yes
 - No
 - We plan
8. *Does your company support carbon offsetting projects (e.g. planting trees, supporting renewable energy)?*
 - Yes
 - No
 - We plan
9. *Do you think that a sustainable sponsorship would increase your brand's reputation among consumers?*
 - Yes
 - No
 - We are not sure

10. Do you work with other sustainability-oriented companies in your sponsorship activities?

- Yes
- No
- We plan

11. Does your company provide training on sustainable practices for employees involved in sponsorship activities?

- Yes
- No
- We plan

12. Do you have a system in place to monitor and report on the impact of your sustainable sponsorship practices?

- Yes
- No
- We plan

13. Is your company ready to work with OCS-ASF to introduce sustainable practices in sports sponsorship?

- Yes
- No
- Perhaps

14. Do you think that you would benefit from external help (e.g. OCS-ASF) in developing a sustainable sponsorship strategy?

- Yes
- No
- Perhaps

15. What are the main challenges you face in integrating sustainability into sports sponsorship?

- Financial costs
- Lack of knowledge
- Lack of involvement of sports organizations
- Other (please specify)

16. How do you assess the importance of sustainable sponsorship for your brand in the next five years?
- Very important
 - Moderately important
 - Not relevant
17. Does your brand already work with sports ambassadors who promote sustainability?
- Yes
 - No
 - We plan
18. How does your company communicate its sustainable sponsorship activities to the wider public and stakeholders?
- Through the media and social networks
 - Through partner events
 - Other (please specify)
19. Do you have long-term sustainability goals for your sports sponsorship activities?
- Yes
 - No
 - We plan
20. Would you be willing to participate in a program to share knowledge on sustainable practices between sponsors?
- Yes
 - No
 - Perhaps

Conclusion

The questionnaires for sports organizations and corporate sponsors provide an important starting point for assessing current sustainability practices and identifying the next steps on the path toward more sustainable operations. These questionnaires will help you identify opportunities for improvement, set measurable targets, and develop strategies that will contribute to reducing environmental impact and increasing social responsibility.

It is important to realize that sustainability is more than a one-off project - it is a long-term commitment that can improve your organization's performance, reputation, and competitiveness. Adopting sustainable practices reduces negative environmental impacts and strengthens links with local communities, creates greater trust among stakeholders, and opens the door to new opportunities in a market where consumers increasingly value responsible companies and organizations.

The Olympic Committee of Slovenia (OCS-ASF) is ready to work with all organizations and companies that want to develop and upgrade their sustainability strategies. With experience in integrating sustainable practices into sports events and sponsorship activities, OCS-ASF can provide expert support tailored to your needs.

Now is the time to take a step forward and make sustainability the heart of your work. Complete the questionnaire, assess your current sustainability practices, and engage with OCS-ASF to develop sustainability strategies that will contribute to a better future for sport and society. Sustainability is no longer an option; it is a necessity, and together, we can make sports a driver of positive change for the environment and society.

