Spanish NOC Sustainability Strategy

#SomosDeporteSostenible
❖ COE Sustainability Strategy
❖ Start Point: Create a STORY
❖ Road Map

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3 pilars

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Our Tool

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6 Lines

- Health & Wellbeing
- Energy Efficiency
- Mobility
- Waste & Sourcing
- Digital Transformation
- Education & Gender Equality

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Start Point: To create a STORY

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❖ Story Telling

To create a **STORY** to raise **INTEREST** from **PARTNERS**

Public Administrations
Corporate Sponsors

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❖ Story Telling

Monetise

Value

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Road Map

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❖ Road Map

- **Agenda 2020 IOC**
- Follow **IOC Sustainability Strategy**
- Members of a **Sustainability Group**
- See what **other NOCs do**
- Contact **Local players** in Sustainability
  - Global Compact of UN
  - Ministry of Environment
  - Talk with Corporates (win-win with their strategy)
- Define strategy with objectives and **QUICK WINS**
  - Following **Agenda 2020** and support from IOC
  - **Create value** for your NOC (save money and Brand image)
  - **Create value** for partners (raise support and money)

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Two Institutions you have to look after
❖ AFD: African Development Bank

❖ GCF: Green Climate Fund

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