



**Sports
for Nature**



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2025 Summary of Member Reports

Founding partners



International
Olympic
Committee



Convention on
Biological Diversity



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About Sports for Nature

Sports for Nature (S4N) is a joint initiative of the International Union for Conservation of Nature (IUCN), International Olympic Committee (IOC), United Nations Environment Programme (UNEP), the Secretariat of the Convention on Biological Diversity (CBD), and Dona Bertarelli Philanthropy. S4N aims to deliver transformative action for nature across sports, by 2030 and beyond, enabling sports to champion nature and contribute to its protection and restoration. It provides a game plan for sports – at all levels – to accelerate and inspire others to take action for nature.

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1.

A Growing Movement: The 2025 Sports for Nature Reporting Cycle

The 2025 reporting exercise marks the third annual reporting cycle under the Sports for Nature Framework and reflects the continued expansion of the initiative and its community of members.

Since the launch of the reporting process, participation has grown steadily as more sports organisations have joined the initiative. During the first reporting cycle, 24 organisations were required to submit a report. This increased to 60 organisations in the second cycle, and 113 organisations in 2025, significantly expanding the evidence base on how the sports sector is taking action for nature.

The 2025 reports focused on actions implemented during the calendar year, aligned with the four principles of the Sports for Nature Framework:

1. Protect nature and avoid damage to natural habitats and species
2. Restore and regenerate nature wherever possible
3. Understand and reduce risk to nature in your supply chains
4. Educate and inspire positive action for nature across and beyond sport

All organisations joining before 1 July 2025 were required to report via an online form, with submissions due by 31 December 2025. The form was available in English, Spanish, and French.

The expanded reporting base provides a more comprehensive picture of how sports organisations are integrating nature considerations into their strategies, operations, and communications, while also highlighting emerging practices, common challenges, and opportunities for collective progress.





2.

Data Sources, Methodology, and Limitations

The findings presented in this report are based on self-reported data and information submitted by 91 Sports for Nature members through the 2025 annual reporting questionnaire.

The collected information ranges from qualitative data about actions implemented across the four Sports for Nature principles, through concrete examples and other qualitative information, to supporting documentation such as reports, links to articles or photos and videos. Members were also invited to provide feedback on the knowledge products, guidance, and support offered by Sports for Nature, helping the initiative better understand how its resources are being used and where additional support may be needed.

Comparability with previous reporting cycles

The overall structure of the questionnaire remains largely consistent with previous reporting cycles, allowing for broad comparison of thematic areas across years.

However, several minor refinements were introduced in 2025 to improve clarity, usability, and data collection. These included small changes to the wording of the questions and technical improvements.

As a result:

- General patterns across the four principles can be compared across reporting cycles.
- Direct numerical comparison of specific actions may not always be possible where response options or the structure of the questions have changed.

No assumptions were made regarding actions that were not explicitly reported.

Interpreting the findings

Several factors should be considered when interpreting the results presented in this report:

- All data are self-reported by participating organisations and have not been independently verified.
- Members vary significantly in size, geographic context, resources, and operational scope, which influences the types of actions they are able to undertake.
- Some reported initiatives may represent early-stage activities, pilot programmes, or ongoing efforts, rather than fully scaled implementation.

The results should therefore be understood as a snapshot of activities and structures across the Sports for Nature community, offering insight into how sports organisations are beginning to operationalise their commitments to protecting and restoring nature.

3.

Key Messages from the 2025 Reporting Cycle



Three key messages emerged from the 2025 reports.

1. Sports for Nature is becoming a global movement across the sports sector

The Sports for Nature community continues to expand rapidly. The number of organisations required to report has increased from 24 in the first cycle (2023), to 60 in the second (2024), and 113 in the third (2025).

This growth reflects increasing recognition across the sports sector of the importance of protecting and restoring nature. It also means that the Initiative now captures a broader and more diverse set of organisations, including international federations, national governing bodies, clubs, and event organisers operating in different regions, levels and sporting contexts.

As participation grows, the Sports for Nature Framework is increasingly serving as a shared platform for collective action and learning across the global sports community.

2. Sports organisations are moving from commitment to implementation

The 2025 reporting cycle shows clear evidence that organisations are beginning to translate commitments into practical actions aligned with the four principles of the Framework.

Many organisations have reported integrating nature considerations into their strategies and

governance structures. Operational actions – such as assessing the environmental impact of sports venues, partnering with conservation organisations, and integrating nature considerations into event planning – are becoming more common.

Education and communication remain the most widely implemented actions, reflecting sport's unique capacity to raise awareness and engage athletes, fans, and communities in protecting and restoring nature.

3. Building capacity will be key to accelerating action

While many organisations report progress, the reports also highlight common challenges that affect the pace and scale of implementation.

Across several principles, organisations frequently identify limited financial resources and staff capacity as the main barriers to advancing their work on nature. These constraints suggest that continued support, practical guidance, and opportunities for collaboration will be important in helping organisations strengthen and scale their actions.

By sharing knowledge, tools, and good practices across the Sports for Nature community and enabling action “on the ground”, the Initiative can help organisations overcome these challenges and accelerate progress in the coming years.

4.

Cross-Cutting Insights from the 2025 Reporting

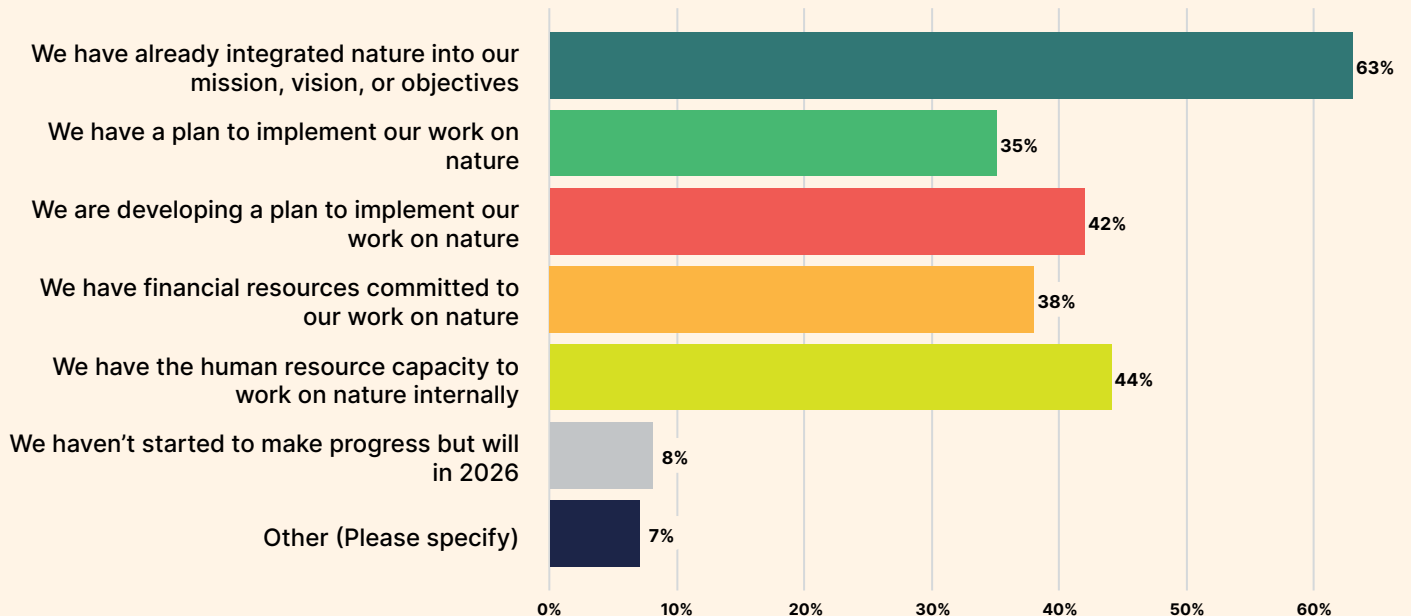
The 2025 reporting cycle provides a detailed picture of how sports organisations are beginning to implement the Sports for Nature Framework. Across the dataset, several patterns emerge regarding where action is advancing most quickly and where additional support may be needed.

Nature is becoming part of sports organisations' strategies

Many sports organisations are beginning to embed nature considerations in their organisational strategies. Most reporting organisations indicated that nature is already reflected in their mission, vision, or objectives, while others are developing

dedicated plans or policies to guide their work. This shift toward strategic integration suggests that nature action in sport is increasingly being treated as a long-term organisational priority, rather than a series of isolated environmental initiatives.

Integration of nature in organisational strategy



Education and communication are the most widely implemented actions

Among the four Sports for Nature principles, no.4 “Education and communications” continues to show the highest level of engagement. Around 90% of reporting organisations indicated that they have implemented actions under this principle.

These actions include awareness-raising campaigns, educational initiatives, and communication activities such as nature-related social media posts targeting athletes, staff, fans, and other stakeholders. This

reflects the unique strength of sport as a platform for influencing public attitudes and raising awareness about environmental challenges.

By integrating nature-related messaging into their communications, sports organisations can extend their impact beyond their own operations and contribute to broader societal awareness.

Engagement across the four Sports for Nature principles

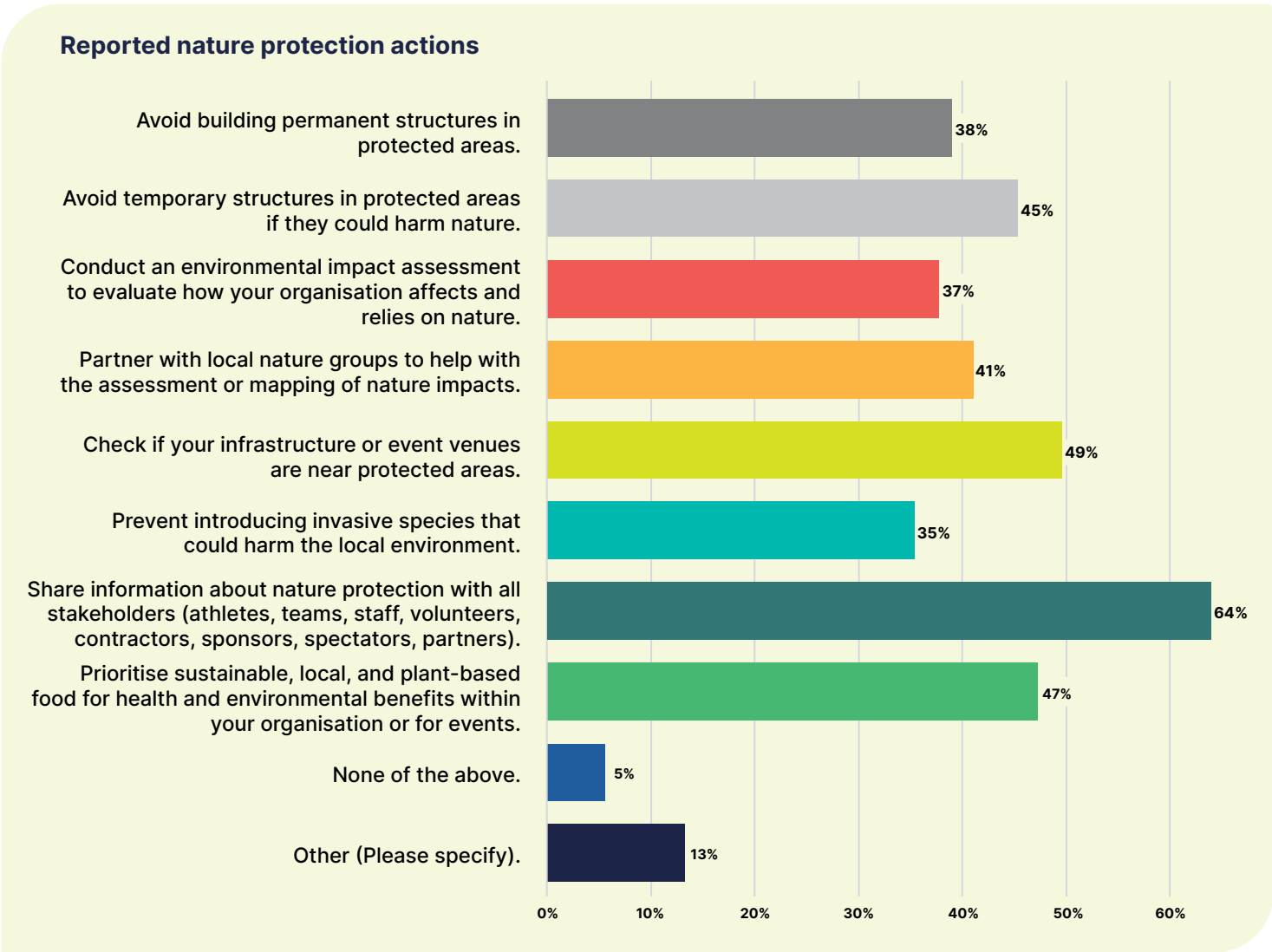
Principle	% of organisations reporting ac-tions
Principle 1 – Nature protection	87%
Principle 2 – Nature restoration	70%
Principle 3 – Green procurement	74%
Principle 4 – Education & communica-tion	90%



Nature protection actions are increasingly integrated into operations

A large proportion of organisations reported integrating nature protection-related actions in their core operations. Common measures include sharing information about nature protection with stakeholders, assessing whether sports venues or events are located near protected areas, and partnering with local conservation organisations.

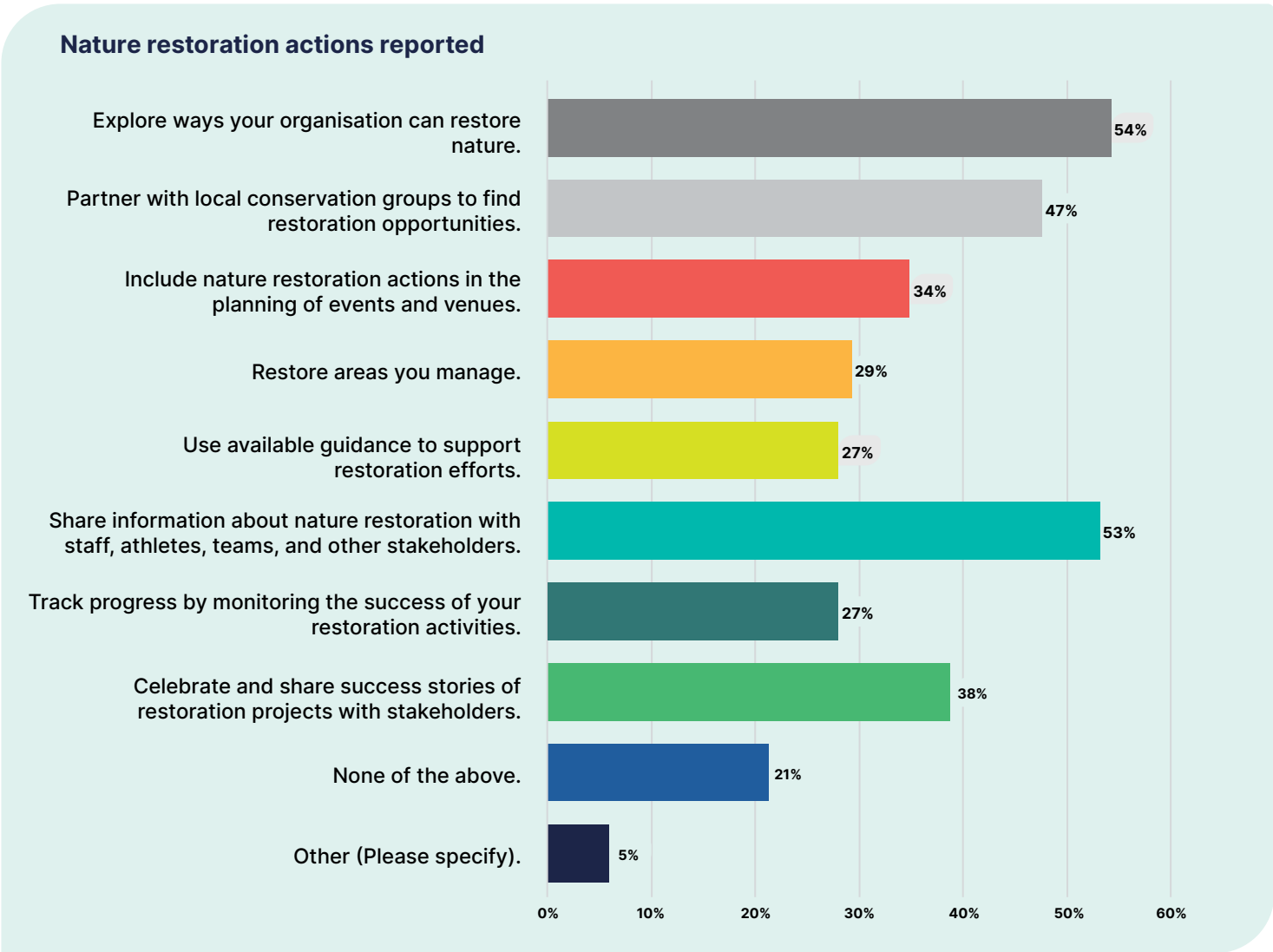
These actions demonstrate how nature considerations can be integrated into practical aspects of sports operations, including venue management and event planning.



Nature restoration is gaining attention but remains an emerging area

Many organisations report engaging with nature restoration; however, the types of activities reported suggest that this area is still developing. More than half of reporting organisations indicate that they are exploring restoration opportunities or sharing information internally, while fewer organisations report direct restoration activities or monitoring restoration outcomes.

This pattern suggests that many organisations are currently building knowledge, partnerships, and technical capacity before implementing restoration projects more directly.

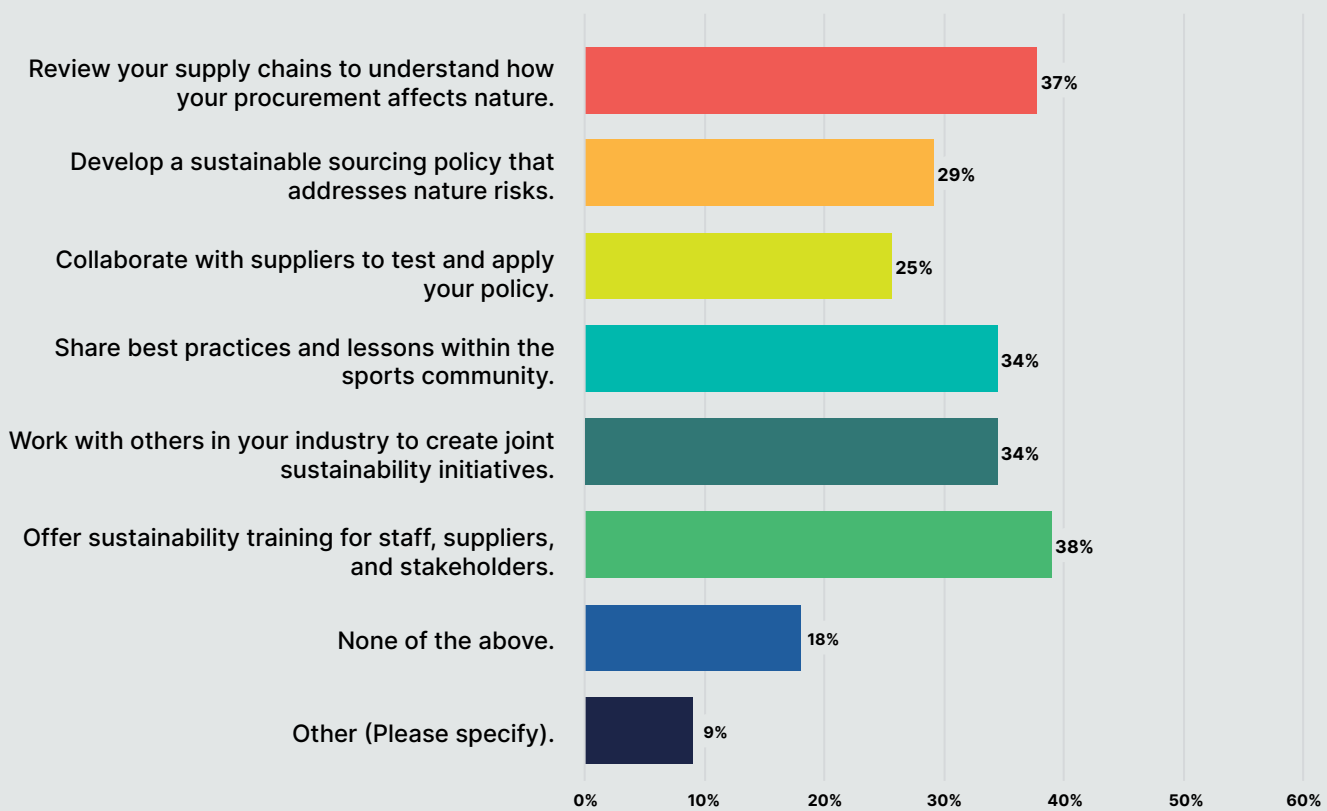


Sustainable procurement remains a complex area for many

Actions related to green procurement show lower levels of implementation compared with other principles. While some organisations report providing sustainability training to their staff or reviewing their suppliers, relatively few organisations have developed sourcing policies or fully integrated sustainability considerations into procurement systems.

In addition, a notable share of organisations report that they have not yet taken any action in this area.

Examples of green procurement actions



Limited financial and human resources remain the main barriers to progress

Across multiple principles, organisations consistently report that financial constraints and limited staff capacity are the most significant barriers to implementing nature-related initiatives.

These findings indicate that many organisations are motivated to take action but may require additional resources, partnerships, or support mechanisms to scale their efforts.

For example, a large share of organisations implementing nature protection actions identify financial resources as the primary constraint, while similar patterns are observed in restoration and procurement activities.

Examples of commonly reported barriers

Principle	Most frequently reported barrier
Nature protection	75% cite financial resources
Nature restoration	54% cite financial resources
Green procurement	41% cite financial and human resources



5.

Insights by Organisation Type

These insight cards summarise findings from the 2025 Sports for Nature member reports, broken down by organisation type. Each card covers: engagement rates across the four S4N principles, typical and distinctive actions, barriers to progress, and a member spotlight example.



International Federations (IFs)

IFs are embedding nature into sport-wide policies and guidance, then cascading expectations to members and events through standards, toolkits, and partnerships.

RESPONDENTS

28

IFs reported

NATURE IN MISSION

54%

15 of 28

HAVE IMPL. PLAN

61%

17 of 28

IMPORTANCE SCORE

6.3

out of 10

ENGAGEMENT BY PRINCIPLE

86% of members working on Principle 1: Nature protection

Key actions: checking venue proximity to protected areas; avoiding structures in protected areas (16/28); sharing nature protection info with all stakeholders including athletes, teams, staff and volunteers (19/28)

57% of members working on Principle 2: Nature restoration

Key actions: Sharing restoration info with staff, athletes and other stakeholders (14/28); exploring ways to restore nature (10/28); celebrating restoration success stories only 8 IFs took no action

79% of members working on Principle 3: Green Procurement

Key actions: Reviewing supply chains to understand how procurement affects nature (9/28); developing sustainable sourcing policies addressing nature risks (10/28); sustainability training for staff and suppliers

93% of members working on Principle 4: Education and communications

Key actions: Sharing commitment and actions on websites (19/28); highlighting positive nature stories externally (17/28); providing athletes and spectators with ways to act for nature

DISTINCTIVE APPROACHES & BARRIERS

Distinctive approaches

- Cascading nature standards to members and events via toolkits, LOC requirements and licensing.
- Formalising multi-year partnerships with environmental bodies to embed science-based practices.
- Using IF regulatory reach to make nature considerations mandatory in event governance and venue selection.
- Running IF-wide campaigns engaging athletes and fans (e.g. S4N It's in Our Nature social media campaign).

Barriers

- Financial resources absent or insufficient most cited barrier for Principle 2 and 3.
- Senior management prioritisation not yet consistent across the IF community.
- Indoor sport IFs question the direct relevance of nature protection and restoration to their operations.
- Several IFs still developing their sustainability strategy or are not yet at implementation stage.

Key plans for 2026

Procurement policies

Biodiversity strategies

Education programmes

Restoration initiatives

Sustainability strategies

National Federations

RESPONDENTS

12

NFs reported

NATURE IN MISSION

67%

8 of 12

HAVE IMPL. PLAN

83%

10 of 12

IMPORTANCE SCORE

6.7

out of 10

ENGAGEMENT BY PRINCIPLE

100% of members working on Principle 1: Nature protection

Key actions: checking venue proximity to protected areas; avoiding structures in protected areas (16/28); sharing nature protection info with all stakeholders including athletes, teams, staff and volunteers (19/28)

83% of members working on Principle 2: Nature restoration

Key actions: Sharing restoration info with staff, athletes and other stakeholders (14/28); exploring ways to restore nature (10/28); celebrating restoration success stories only 8 IFs took no action

75% of members working on Principle 3: Green Procurement

Key actions: Reviewing supply chains to understand how procurement affects nature (9/28); developing sustainable sourcing policies addressing nature risks (10/28); sustainability training for staff and suppliers

83% of members working on Principle 4: Education and communications

Key actions: Sharing commitment and actions on websites (19/28); highlighting positive nature stories externally (17/28); providing athletes and spectators with ways to act for nature

DISTINCTIVE APPROACHES & BARRIERS

Distinctive approaches

- Sport-specific ecological programmes: invasive species prevention sustainable seed selection for courses.
- Translating national commitments into club-level guidance and operational programs clubs can implement locally.
- Governance of member clubs via certification and environmental standards.
- media campaign).

Barriers

- Human resource constraints are the main barriers for Principle 3 and 4.
- Competing sustainability priorities (carbon, social programs) limit bandwidth specifically for nature.
- Some NFs still at early strategy stage or not yet fully into implementation.

Key plans for 2026

Multi-stakeholder partnerships

Biodiversity programmes

Club-level nature guidance

National Olympic Committees (NOC)

NOC are integrating nature into national sport governance and program funding, then activating athletes, events, and federations with practical tools and partnerships.

RESPONDENTS

12

NOCs reported

NATURE IN MISSION

42%

5 of 12 — lowest

HAVE IMPL. PLAN

83%

10 of 12

IMPORTANCE SCORE

6.4

out of 10

ENGAGEMENT BY PRINCIPLE

75% of members working on Principle 1: Nature protection

Key actions: Partnering with local conservation groups for impact mapping (4/12); conducting environmental impact assessments (4/12); sharing nature protection info with athletes, teams and stakeholders

75% of members working on Principle 2: Nature restoration

Key actions: Exploring restoration opportunities (6/12); partnering with local conservation groups (6/12); sharing restoration info with athletes and stakeholders, and equal engagement across P1 and P2

85% of members working on Principle 3: Green Procurement

Key actions: Reviewing supply chains to understand procurement impact on nature (5/12); sustainability training for staff and stakeholders (4/12) the lowest engagement principle

83% of members working on Principle 4: Education and communications

Key actions: Sharing commitment and actions on websites (7/12); creating internal materials for staff and leadership (6/12); organising nature-themed staff and volunteer activities including plogging

DISTINCTIVE APPROACHES & BARRIERS

Distinctive approaches

- Activating athletes as nature ambassadors and anchoring campaigns to the Olympic brand for mass-audience reach.
- Cascading nature commitments through national sport systems to affiliated federations and clubs.
- Integrating nature into national sport governance and program funding structures.

Barriers

- Human resources the main barrier across all four principles with many NOCs having very small sustainability teams.
- Knowing how to get started: multiple NOCs cite this, suggesting a need for practical guidance and templates.
- Nature not yet embedded in mission/vision for the majority (only 42%) of strategic foundation still being built.
- Green procurement the least advanced area with some NOCs explicitly deferring to 2026.

Key plans for 2026

Education programmes

Biodiversity monitoring

Restoration projects

Procurement frameworks

Athlete activation

Clubs & Teams

Clubs and teams are taking visible, practical actions at facilities and in their communities, pairing small operational changes with local conservation partnerships and fan engagement.

RESPONDENTS

22

Clubs reported

NATURE IN MISSION

73%

16 of 22

HAVE IMPL. PLAN

86%

19 of 22

IMPORTANCE SCORE

7.0

out of 10

ENGAGEMENT BY PRINCIPLE

95% of members working on Principle 1: Nature protection

Key actions: Sharing nature protection info with all stakeholders (17/22); partnering with local nature groups for impact mapping (14/22); preventing invasive species; local conservation group engagement

77% of members working on Principle 2: Nature restoration

Key actions: Exploring restoration opportunities (16/22); partnering with local conservation groups (14/22); sharing restoration info with staff and athletes with strong local conservation focus

77% of members working on Principle 3: Green Procurement

Key actions: Sustainability training for staff and suppliers (11/22); reviewing supply chains to understand nature impact (10/22); collaborating with suppliers to apply sustainability policy

95% of members working on Principle 4: Education and communications

Key actions: Organising nature-themed staff and volunteer activities including plogging and invasive species removal (16/22); sharing info on nature with athletes, teams and fans; sharing funds raised on social media

DISTINCTIVE APPROACHES & BARRIERS

Distinctive approaches

- Visible, fan-facing nature actions tied to matchday moments: kit campaigns, donations per goal, fan plogging events.
- Bioacoustic monitoring and biodiversity surveys on club grounds.
- Circular sportswear initiatives surplus kit repurposed into new training equipment reducing waste.

Barriers

- Human resources: most cited barrier for Principle 2, clubs lack dedicated sustainability staff.
- Knowing how to get started: barrier for smaller clubs with limited prior sustainability experience.
- Senior management prioritisation not always formalised, slowing procurement and restoration progress.

Key plans for 2026

Local conservation partnerships

Biodiversity programmes

Fan engagement campaigns

Restoration on-site

Event Organisers

Event organisers are building nature into event delivery, supplier requirements, and site management while partnering locally to protect and restore biodiversity at venues

RESPONDENTS

7

Events reported

NATURE IN MISSION

86%

6 of 7

HAVE IMPL. PLAN

57%

4 of 7

IMPORTANCE SCORE

7.6

out of 10 — highest

ENGAGEMENT BY PRINCIPLE

100% of members working on Principle 1: Nature protection

Key actions: Avoiding temporary and permanent structures in protected areas (7/7 and 6/7); prioritising sustainable and local sourcing; partnering with local conservation groups 100% engaged

75% of members working on Principle 2: Nature restoration

Key actions: Partnering with local conservation groups for restoration (4/7); exploring restoration ways (4/7); using available guidance and only 43% engaged, lowest of all principles

86% of members working on Principle 3: Green Procurement

Key actions: Developing sustainable sourcing policies addressing nature risks (4/7); sustainability training for staff and stakeholders; building nature into supplier contracts and event requirements

86% of members working on Principle 4: Education and communications

Key actions: Sharing commitment and actions publicly (6/7); highlighting positive nature stories externally (5/7); organising nature-themed staff and volunteer activities; athlete and fan engagement

DISTINCTIVE APPROACHES & BARRIERS

Distinctive approaches

- Integrating nature into event delivery from the ground up: venue site assessments, anchor-free equipment, sustainable catering.
- Citizen science programmes at event stopovers.
- Embedding nature requirements into supplier contracts, promoter agreements and event planning processes.

Barriers

- Human resources: primary barrier for nature restoration, event teams are lean and episodic
- Formal implementation plans still absent for 3 of 7 events despite high stated importance (7.6/10).
- Nature restoration difficult to sustain across multi-venue, travelling event formats.
- Early-stage strategy development for some while others are working on sustainability strategy and implementation plan.

Key plans for 2026

Biodiversity at venues

Conservation partnerships

Supplier nature standards

eDNA and science programmes

Leagues

Leagues are standardising nature expectations across clubs and using league scale to shift suppliers, communications, and on-the-ground implementation.

RESPONDENTS

5

Leagues reported

NATURE IN MISSION

60%

3 of 5

HAVE IMPL. PLAN

40%

2 of 5 — lowest

IMPORTANCE SCORE

7.4

out of 10

ENGAGEMENT BY PRINCIPLE

60% of members working on Principle 1: Nature protection

Key actions: Avoiding temporary structures in protected areas (4/5); checking venue proximity to protected areas (4/5); partnering with local conservation groups using league scale to set baseline expectations

60% of members working on Principle 2: Nature restoration

Key actions: Exploring restoration opportunities (4/5); partnering with local conservation groups (4/5); including nature restoration in event and venue planning and integrating into existing league processes

80% of members working on Principle 3: Green Procurement

Key actions: Reviewing supply chains to understand nature impact (4/5); joint industry sustainability initiatives (3/5); using league-wide supplier relationships to standardise sustainability requirements

60% of members working on Principle 4: Education and communications

Key actions: Sharing commitment and nature actions publicly (4/5); creating athlete ambassador and champions networks (4/5); developing education plans tailored to the league context

DISTINCTIVE APPROACHES & BARRIERS

Distinctive approaches

- Using league scale to standardise nature expectations and supplier sustainability requirements across all member clubs.
- Building athlete ambassador and champions networks to cascade nature messaging to fans at scale.
- Integrating S4N nature action plans directly into existing league event planning processes.

Barriers

- Limited direct control over stadiums and matchday infrastructure the core structural challenge for leagues.
- Senior management prioritisation not yet consistent, a barrier across Principle 2,3 and 4.
- Only 40% have an implementation plan lowest of all org types, several leagues still at commitment stage.
- Financial resources cited across all principles; 2025 was first year of dedicated sustainability budget for some.

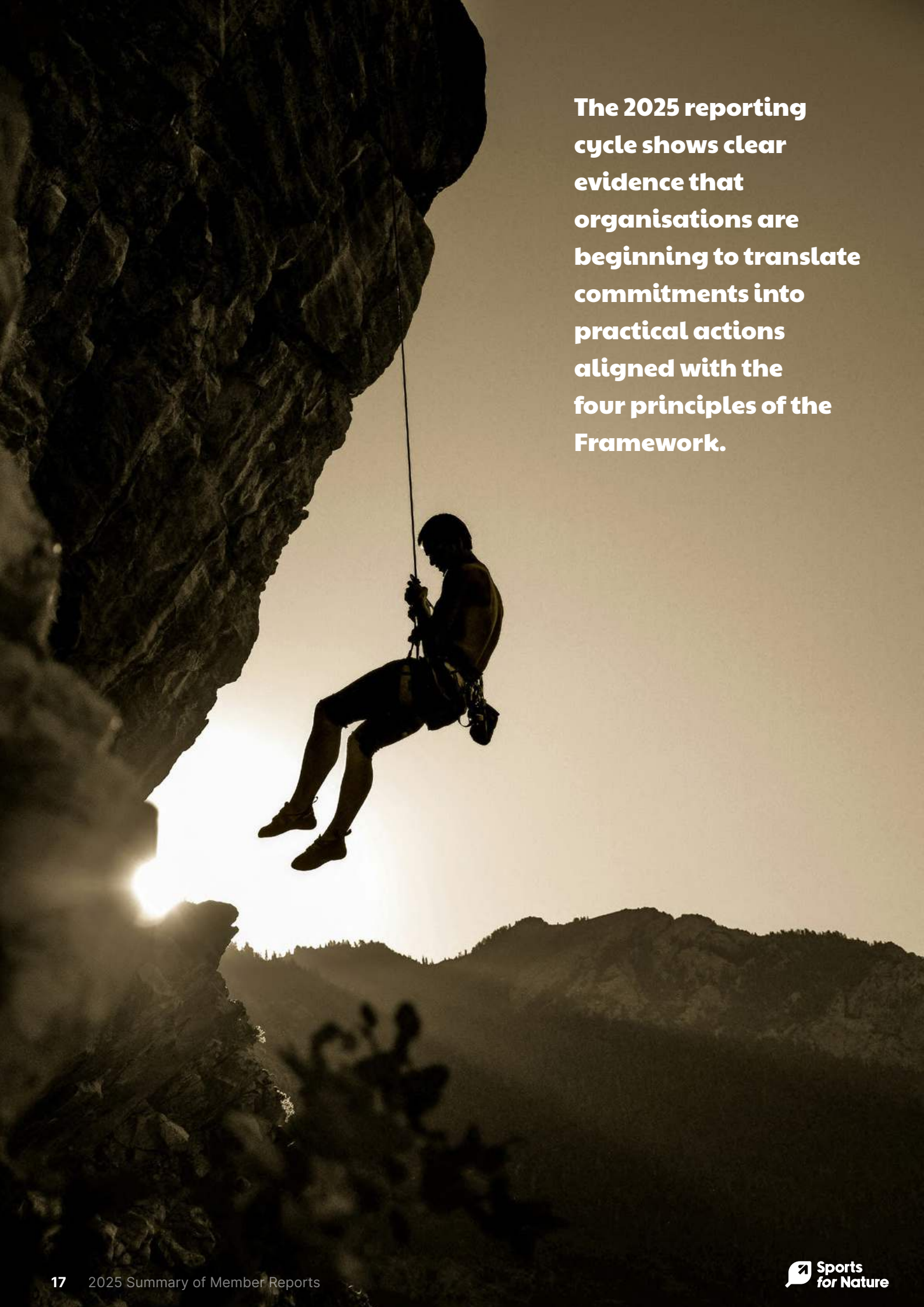
Key plans for 2026

Sustainability certification

Blue carbon projects

Athlete ambassador networks

Supplier standards rollout



The 2025 reporting cycle shows clear evidence that organisations are beginning to translate commitments into practical actions aligned with the four principles of the Framework.



For more information:
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