

SPORTS FOR NATURE



Progress and Outcomes Report

2022–2025

This report reviews the progress made since the inception of the Sports for Nature (S4N) Initiative in 2022. It captures what the initiative has contributed in terms of delivering transformative, nature positive action across the global sports sector, on the path to 2030 and beyond.

EXECUTIVE SUMMARY

Maturity shift

Sports for Nature has grown from a platform built on commitments to one that drives real, measurable change across how organisations behave, how they are structured, and how the wider sports sector is beginning to move

~90 members reporting

Robust, triangulated evidence drawn from validated outcomes, programme documentation, and aggregated member reporting across the global sports sector.

Dominant finding

Implementation is now the prevailing stage of change, members are translating commitments into concrete operational practices.

Alignment

Similar approaches are being replicated across organisations, indicating emerging shared norms and collective dynamics.

A pivotal moment

S4N is at a critical juncture, depth, consistency, and system level influence will determine impact in the next phase.

METHODOLOGY

A theory-informed, contribution-based approach

Captures observable changes in behaviours, practices, relationships and systems, and plausibly links them to S4N interventions.

Outcome definition: *a change in behaviour, practices, relationships, or systems influenced by the Sports for Nature initiative.*

Attribution is contributory, not causal. Findings are triangulated across four data sources for credibility.

Outcome Harvesting 2025 dataset

Validated outcome statements → identification of change

Programme documentation

Annual / quarterly reports → context and verification

Aggregated annual member reporting

Consolidated data from ~90 organisations → patterns

Advisory Group evaluation of annual reports

Independent qualitative assessment → external validation

How we classified outcomes

LEVELS OF CHANGE

01

Member level

Change within an individual member

02

Collective / member as a network

Patterns observed across multiple organisations

03

System / S4N Initiative

Influence on sector dynamics and policy spaces

MATURITY OF CHANGE

01

Awareness

Knowledge, visibility, early recognition

02

Adoption

Planning, frameworks, commitments

03

Implementation

Concrete operational practice

04

Institutionalisation

Embedded in governance, budgets and systems

OUTCOMES BY LEVEL OF CHANGE



Organisational

HIGH (Dominant)



Strong implementation across actors, signatories integrating biodiversity into event delivery, allocating dedicated sustainability budgets (e.g. €50,000), and expanding specialised teams.

Collective

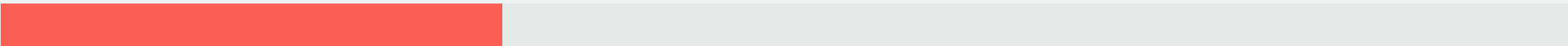
MODERATE-HIGH



Convergence and alignment emerging, repeated patterns across federations, clubs, and event organisers in event sustainability, habitat protection, and stakeholder engagement.

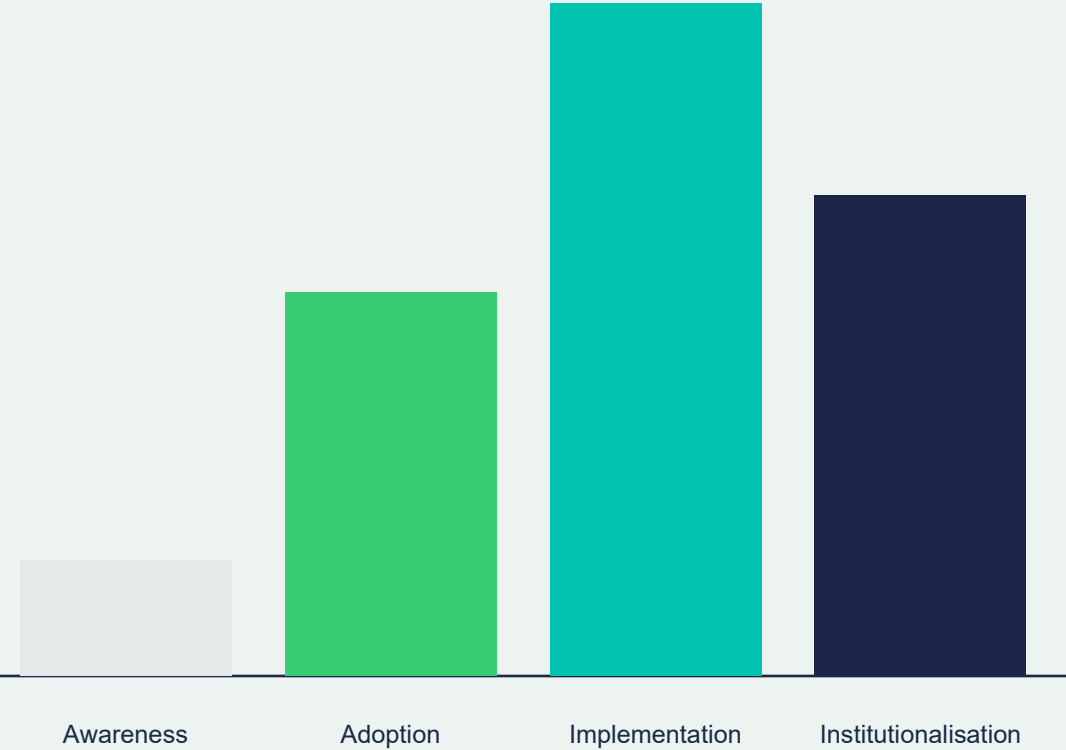
System

EMERGING



Early but strategic signals, sector wide biodiversity mapping tools, environmental monitoring platforms, and growing engagement in global sustainability policy discussions.

Outcomes by maturity of change



Awareness: low

A positive shift: awareness is now embedded in implementation, not a standalone outcome.

Adoption: moderate

Planning, frameworks and commitments preparing organisations for action.

Implementation: dominant

Concrete operational practices and measurable ecological results.

Institutionalisation: emerging

Dedicated budgets, governance integration, monitoring systems.

PROGRESS ACROSS ALL FOUR PRINCIPLES



MATURITY PROGRESSION

AWARENESS

ADOPTION

IMPLEMENTATION

INSTITUTIONALISATION

Key Findings from 2025 reports

- Structured environmental safeguards at events, impact assessments, habitat protection, species monitoring
- Shift from ad hoc measures to consistent, operationalised practices across federations
- Dedicated sustainability budgets allocated (e.g. €50,000 within event governance)
- Specialised sustainability teams created internally across member organisations

MEMBER EXAMPLES

BikePark Wales

Commissioned a baseline ecological study across around 500 acres of forest where it operates, establishing a starting point to track environmental change and guide management decisions in the coming years.

International Motocycling Federation (FIM)

Required environmental impact assessments before major events. Banned permanent structures in protected areas and screened venues for proximity to protected zones. Partnered with regional conservation organisations to map sensitive habitats and monitor biodiversity near event sites.

Tottenham Hotspur

Bioacoustic biodiversity monitoring at training grounds, using passive acoustic sensors to track pollinator activity across habitats. 2025 data showed rockery habitats outperforming others by up to sixfold, now guiding evidence-based habitat management. Delivered with external ecologists and renewed for a further year.

Jadir Taekwondo Association

Works with local nature and community groups to assess environmental impact despite running small scale activities with no major infrastructure. Consistently shares nature protection information with students, coaches, volunteers, staff and families, and promotes sustainable, local, plant-based food choices across its programmes.

P2 RESTORE NATURE

MODERATE

MATURITY PROGRESSION

AWARENESS

ADOPTION

IMPLEMENTATION

INSTITUTIONALISATION

Examples of the results of members' actions

4,949

Turtle hatchlings
protected

850

Nesting turtles
protected

27 ha

Peatland
restored

23,320

Sphagnum plugs
planted

Member Examples

British Mountaineering Council

Partnered with Moors for the Future Partnership on Peak District peatland restoration, planting 23,320 sphagnum plugs in 2025, 100 percent survival rate. Work won the 2025 EUROPARC and ENOS Joint Award.

Brazil Olympic Committee

Brazil Olympic Forest, restoring 6.3 ha of Amazon in Tefé National Forest with the Mamirauá Institute, tracked through twice yearly technical visits.

Extreme H

Continued its support of the Ras Baridi Turtle project on the Red Sea, training additional wardens to monitor the beach overnight. In 2025, this protected 15 female turtles from injury or death, rescued 4,949 hatchlings, and removed over 836 kg of rubbish from the nesting habitat.

World Surf League

Grants to North Shore Community Land Trust in Hawaii, plus 2025 restoration activations in Brazil and Western Australia protecting native coastal habitat.

MATURITY PROGRESSION

AWARENESS**ADOPTION****IMPLEMENTATION****INSTITUTIONALISATION**

Why This Principle Lags Behind

- High complexity, involves third party suppliers with less direct organisational control
- Requires procurement policy changes and supplier engagement at scale
- Technical expertise needed to assess nature impact across supply chains
- Lower awareness of where to start compared to events or communications

The Investment Opportunity

Supply chain transformation is the frontier of nature action in sport. Early movement is visible. Targeted investment, in guidance, peer learning, and technical support, could unlock the next wave of change across the entire S4N membership.

Early Actions Observed

World Flying Disc Federation (WFDF)

Collaborated with equipment suppliers to recycle used equipment into new products, now spanning different product lines made from recycled materials.

International Table Tennis Federation (ITTF)

Launched a Sustainable Equipment Pledge with its sustainability working group and distributed Sport for Nature sourcing factsheets to equipment manufacturers.

Brentford FC

Delivered joint sustainability initiatives with local partners, including Robin Grove Park Orchard with Hounslow Council, plus staff training on nature conservation with Football For Future.

MATURITY PROGRESSION

AWARENESS

ADOPTION

Key Findings 2025

- Moved from awareness raising to behavioural change and mobilisation in 2025
- Athletes, events and media platforms now used to drive action, not just communicate
- Nature education becoming mandatory in onboarding for some organisations
- Athlete representatives formally integrated into governance and sustainability working groups

IMPLEMENTATION

INSTITUTIONALISATION

MEMBER EXAMPLES

International Ski and Snowboard Federation (FIS)

Winter Trail to Nature, an educational card game on biodiversity, illustrated by World Cup skier Elena Curtoni, rolled out at athlete activities and community events.

England Golf

2025 Winter Conference put sustainability at the centre, with all staff surveyed recognising nature's importance to golf, plus a hands-on workshop mapping commitments across clubs and golfers.

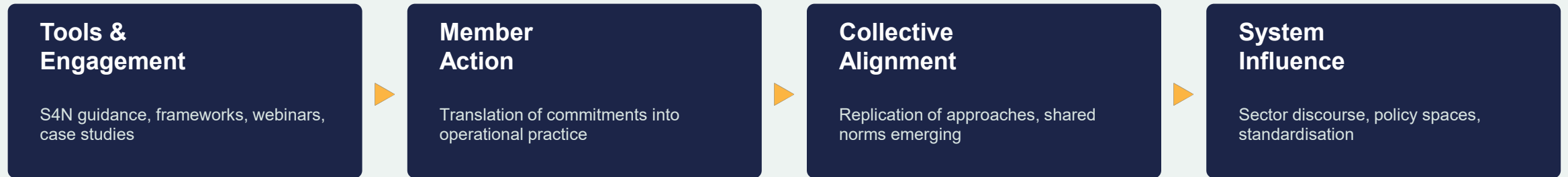
VfL Wolfsburg

Invested in the NABU Climate Fund for peatland rewetting, with women's and men's team players joining staff on site for a peatland restoration action day.

The Ocean Race

The Ocean Race Europe 2025 leveraged its platform to drive ocean action through its sailor ambassadors, science programme onboard the racing boats, a multilingual ocean literacy programme, and immersive science and conservation activities across 8 host cities. Guided by a comprehensive marine biodiversity plan, the event reached over 60,000 people with messaging on the urgent need for ocean action.

CHANGE PATHWAY & STRATEGIC ANALYSIS



Change is not linear but cumulative and reinforcing, progress at one level enables acceleration at others.

- Mobilisation → Structured Implementation, dominance of implementation level outcomes with emerging institutionalisation signals.
- Coherent & Reinforcing Pathway, uptake of tools → operational practice → replication → shared frameworks and sector visibility.
- Deepening Organisational Change, environmental considerations integrated into strategy, governance, and operations with dedicated resources.
- Sector Level Influence Emerging, convergence of approaches and shared tools, S4N becoming a reference point for sector norms.
- Key Constraints Remain, supply chains limited, impact measurement not yet standardised, depth varies by capacity.

GAPS & CONSTRAINTS

Supply Chain Engagement

Least Developed

Remains the least advanced principle. Higher complexity, lower organisational control, and limited supplier leverage constrain progress. Early adoption visible in a subset of organisations.

► *Targeted technical support and clearer guidance needed*

Environmental Impact Measurement

Not Yet Standardised

Standardised quantitative indicators to assess environmental outcomes are limited, constraining consistent measurement of impact across the initiative. Reliance on self reported data introduces reporting bias.

► *Strengthened measurement frameworks and common indicators*

Depth & Consistency of Implementation

Variable

Depth of implementation varies significantly across organisations, reflecting differences in capacity, context, and engagement levels. Risk of uneven progress across membership.

► *Differentiated support for lower capacity signatories*

STRATEGIC OUTLOOK

S4N at a Critical Inflection Point

Implementation at scale → Alignment across actors → System level influence

Deepen implementation

Particularly in supply chains and complex thematic areas, move beyond early adopters

Strengthen measurement

Develop standardised frameworks to capture environmental outcomes across the network

Scale system influence

Leverage growing evidence base to influence sector norms, policy, and global sustainability agendas

S4N is positioned as a mechanism enabling implementation, a platform supporting alignment and learning, and an emerging driver of change within the global sports ecosystem.

SPORTS FOR NATURE

Annex

Additional Member Examples by Principle

This annex extends the Progress and Outcomes Review 2022-2025 with further member spotlights drawn from the 2025 Reporting Compilation, one set for each of the four Sports for Nature principles.

Protect Nature

STRONG

European Aquatics

EVENT SUSTAINABILITY, INTERNATIONAL

Set a dedicated 50,000 euro budget line to help Local Organising Committees implement and certify sustainability measures under the “Blue Wave Flag” programme, alongside a new staff role dedicated to Aquatic Social Responsibility, focused on water protection and clean environment measures.

Union Cycliste Internationale

MOVEMENT WIDE COMMITMENT, CYCLING

Launched a Climate Action Charter in 2022, now signed by 104 organisers, federations and teams. Surveyed all signatories in 2025 and used the results to identify nature protection gaps, with two thirds already acting to protect habitats, often through Natura 2000 zones and local authority partnerships.

World Rowing

BIODIVERSITY MAPPING, ROWING

Partnered with local conservation groups to map biodiversity around the 2025 World Rowing U19 Championships in Trakai, Lithuania, identifying over 2,000 species, part of its Healthy Waters Alliance with WWF.

McLaren Racing

SITE BIODIVERSITY, MOTORSPORT

Installed four beehives at its headquarters near Horsell Common, adding roughly 80,000 bees to local biodiversity and designing a new staff car park with a biodiversity net gain target above 15 percent.

Restore Nature

MODERATE

Barbados Olympic Association

TREE PLANTING TRIBUTE, OLYMPIC MOVEMENT

Partnered locally to plant trees honouring deceased Olympic Movement administrators, and is preparing restoration training for staff and board members.

Dansk Automobil Sports Union

RACETRACK BIODIVERSITY, NATIONAL

Commissioned four biodiversity assessments of its racetracks in 2025 to form the basis of recommendations for restoring and protecting biodiversity at their motorsport venues from 2026 onward. The tracks are also used as educational sites, where primary school pupils learn about biodiversity.

Finnish Golf Union

HABITAT RESTORATION, NATIONAL

Supported restoration of trout breeding habitats in local streams alongside pollinator friendly meadow restoration across member golf clubs.

World Skate

RIVER HEALTH ADVOCACY, CANOE

Its 2024 World Skate Games in Montesilvano, Italy delivered a new roller sports venue built on a remediated and redeveloped site, now a year round community training base used for national and international competitions.

Supply Chains

EMERGING

International Olympic Committee

SUSTAINABLE SOURCING, INTERNATIONAL

The IOC deepened their sustainable sourcing approach, confirmed by achieving the highest score ever registered within their organisation category in both EcoVadis and ISO 20400 external assessments, and continued to work closely with their main catering supplier through an ongoing improvement plan aimed at reducing impacts on biodiversity.

Desert Vipers

SUSTAINABLE KIT, CRICKET

Applied a sustainable sourcing code across team kit, cutting kit volume by about 20 percent, switching manufacturing closer to home and moving to mostly recycled materials, with a zero kit to landfill policy.

World Rugby

SUSTAINABLE PROCUREMENT, RUGBY

Embedded nature risk into a new Sustainable Sourcing Framework, including a heatmap to identify and prioritise topics and factsheets to raise awareness and support tender evaluations. Also contributed to an S4N working group on sustainable materials and a joint IOC and Deloitte project on Olympic Games procurement.

Real Betis Balompié

SUPPLIER STANDARDS, FOOTBALL

Introduced a supplier selection procedure under its EMAS certified environmental management system, categorising suppliers above 3,000 euro of annual purchasing by their environmental certification.

Educate & Inspire

VERY STRONG

Hungarian Swimming Federation

BRAND AMBASSADORSHIP, SWIMMING

Hungarian Swimming Federation. National team apparel featuring the joint S4N logo, and a bottle deposit scheme that funded donations to a children's hospital from over 1,000 bottles collected at three events.

World Squash

COMMUNITY ACTIVATION, SQUASH

Held its first Sports for Nature activation in May 2025 at the Southeast Asian Junior Squash Championships in Bangkok, delivered in partnership with the IUCN Bangkok office to engage young athletes on nature protection.

International Surfing Association

STAFF TRAINING, INTERNATIONAL

Achieved 100 percent Carbon Literacy certification across headquarters staff, then used that momentum to establish sustainable procurement guidelines for the organisation and event hosts.

Royal Mid-Surrey Golf Club

MEMBER ENGAGEMENT, NATIONAL

Ran the club's first sustainability survey, finding 75 percent of members aware of its efforts, and was named 2025 UK Environmental Golf Club of the Year for its conservation work.