

**For our
sports ground
of tomorrow**



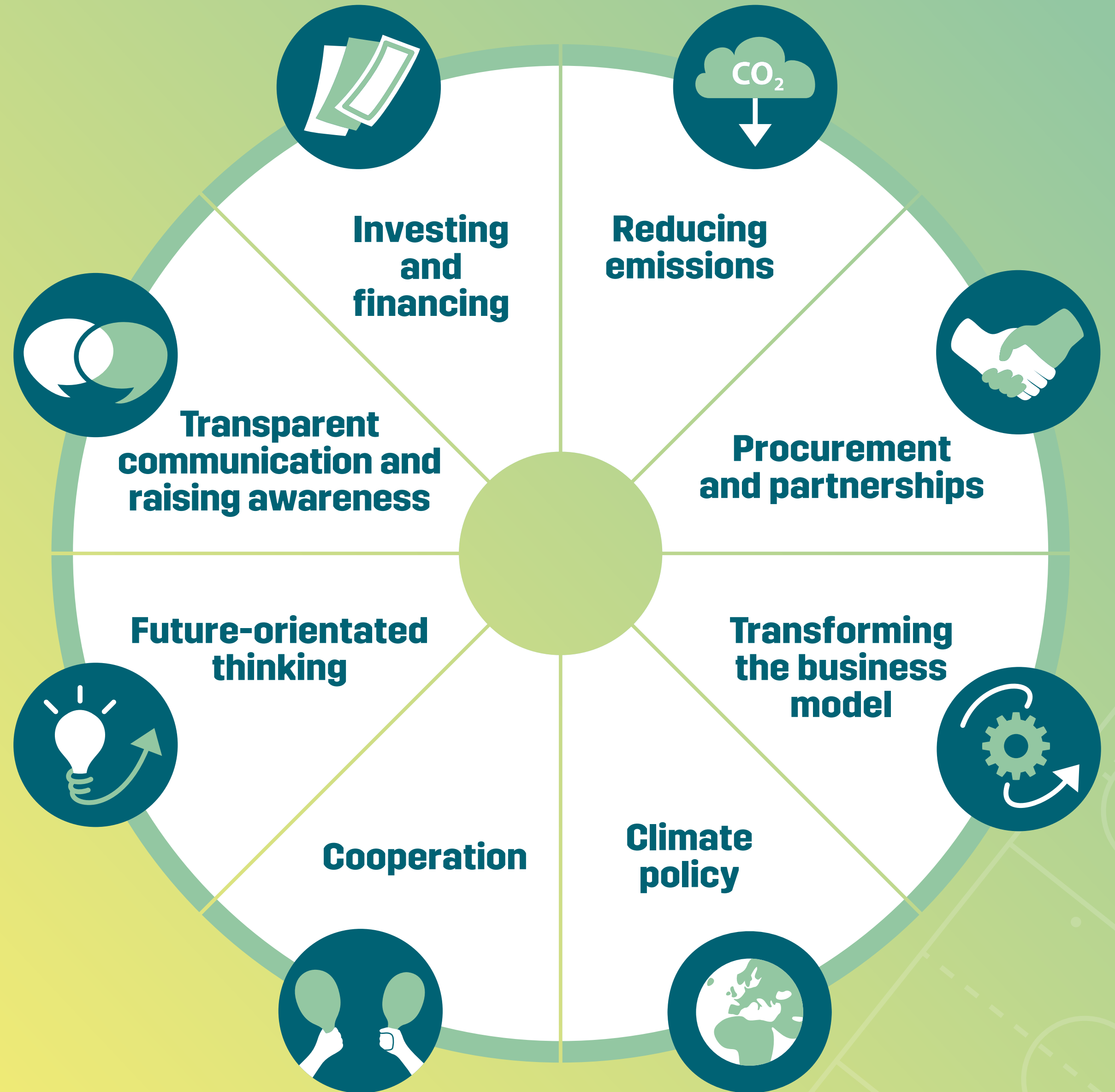
Where we stand today

2024 report

**on the Implementation of the
Swiss Olympic Climate Concept**

An ambitious match plan

We are committed: measures are being implemented in a total of **eight strategic directions of impact** scope 1, 2 and 3 greenhouse gas emissions are being considered.
[Click here for the climate concept](#)



What's the score?

2024



Future-oriented thinking

A fair environmental future for all sportspeople through effective adjustments to climate change



Climate policy

Engaged positioning and cooperation agreements to secure the sports ground of tomorrow



Transforming the business model

Integrate sustainability into decision-making, create and promote innovative instruments and networks and use potential 2038 Winter Olympic and Paralympic Games in Switzerland (OPWS2038) as a driver of transformation



Investing and financing

Firmly integrate environmental criteria into financial flows and funding systems and ensure sustainability in investments, pension funds and insurance



Cooperation

Enable member organisations, athletes and specialists to reduce environmental impact and utilise their reach to ensure a future that is worth living for



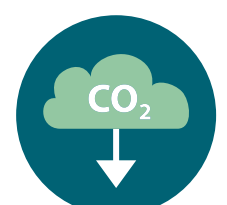
Transparent communication and raising awareness

Disclose data and measures and utilise reach for effective awareness-raising and information



Procurement and partnerships

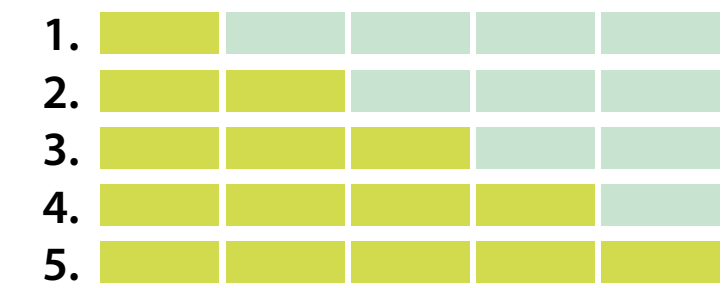
Exercise restraint in procurement, favour recyclable products and integrate committed partners



Reducing emissions

Setting an example and achieving milestones and emissions reduction pathway

↪ Improvement on last year



- 1. At the start:** implementation has not started yet or initial isolated measures have been taken.
- 2. Started:** implementation has started, initial systematic steps have been taken.
- 3. Advanced:** implementation has started, significant improvements have been achieved.
- 4. Extensive:** implementation is very advanced, measures have been taken in most specific areas.
- 5. Comprehensive:** implementation is comprehensive, systematic and effective measures have been taken in all specific areas.

For more detailed information on the measures implemented: info@swissolympic.ch

Future-oriented thinking

The score: Future-oriented thinking requires a clear overview of the current situation and a joint discussion about future direction. Swiss Olympic is still in the early stages here and initial ideas are being developed. The basis for this is the topic of space and environment in the Swiss Olympic strategy (2021), which is supplemented by the Climate Concept, which was adopted by the Executive Board on 24 March 2024.

E-learning on Heat

Due to climate change, hot days in Switzerland are becoming more frequent and more intense. This poses new challenges not only for outdoor sports events and clubs, but also for indoor sports. The freely available e-learning course 'Hot tips for Cool Clubs' published by the Swiss Olympic Academy, informs clubs about the health risks and the impact of heat on everyday club life and provides tips on protective and adaptive measures.



Climate policy

The score: Swiss Olympic signed the 'Sports for Climate Action' commitment in 2022 and is involved in the Swiss Association for Sustainable Events. Swiss Olympic also takes selective political action with statements on environmental issues and cooperates on a project-related basis with other institutions such as the SUMO network for sustainable mobility (2023–2024), CEO4climate (2023) and the Energy Saving Alliance (2022–2023).

IOC Climate Action Award

The IOC Climate Action Award in the NOC category was presented to Swiss Olympic by the International Olympic Committee on the big stage in 2024. This was in recognition of the Swiss Olympic Climate Fund. Swiss Olympic was thus able to position itself internationally as a pioneer in terms of innovative climate instruments and, following the award ceremony, it received requests to present the Swiss Olympic Climate Fund to other NOCs and in international committees.



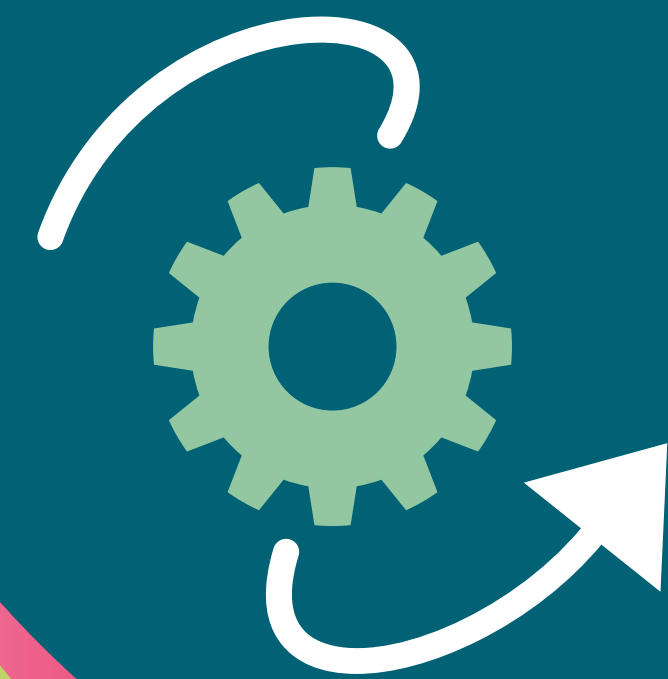
Transforming the business model

The score: Since 2022, the Space & Environment Officer has been supporting Swiss Olympic employees in recognising their professional scope for action and defining suitable measures. The systematic development of environmental expertise among employees began in 2024. This is an important first step in the transformation of the business model. The most important project that could result in a sustainable transformation of sport beyond Switzerland is a possible Swiss candidature for the 2038 Winter Olympics.

Begin of Privileged Dialogue for the 2038 Winter Olympics

On 23 May 2024, the member federations of Swiss Olympic agreed to enter into Privileged Dialogue with the IOC for the 2038 Winter Olympics. For the further discussion phase, the concept of hosting Olympic Games at existing, decentralised sports facilities will be retained. If the bid is successful, this concept could pave the way for more environmentally friendly Olympic Games in the future.

[Further information](#)



Investing and financing

The score: The criteria according to which funds are distributed in Swiss sport also partly determine the priorities of the federations. That is why sustainability criteria can have a major influence.

A climate impact beyond sport can be achieved through the organisation's own fixed assets and those of its service providers. This makes 'Investing and financing' the strategic direction with the greatest potential impact.

The following measures are being systematically implemented:

- Swiss Olympic's financial assets are invested according to ESG criteria
- The financial assets of our Publica pension fund are invested sustainably
- Operation of the Swiss Olympic Climate Fund to finance climate protection measures and projects in sport
- Sustainability as an evaluation criterion in individual funding programmes such as the Innovation Hub

Revision of the subsidy model and environmental requirements in the industry standard

In 2024 and 2025, Swiss Olympic's federation funding model will be revised. The aim is to create incentives to ensure high quality and ethical conduct and to enable long-term success in both competitive and popular sport. The new quality criteria also include environmental considerations. This means that, in future, the allocation of funding will be linked to environmentally friendly sports promotion, among other things.

The Industry Standard for Swiss sport describes the minimum requirements for all sports organisations seeking funding from the federal government or Swiss Olympic from 2024. Requirements and further recommendations in terms of the environment are also defined.



Cooperation

The score: In 2022, Swiss Olympic launched the commitment «Sport protects the environment». As at the end of 2024, twelve member federations or partner organisations have committed to making a special effort to protect the environment.

Swiss Olympic also implements the following measures on an annual basis:

- Exchange of experience twice annually supplemented by a WebInput on a specific topic
- Freely available e-learning courses on environmental topics, which also form an integral part of the «Club Management» course
- In federation meetings, the ethics counsellors integrate environmental issues and the sports counsellors integrate climate-friendly mobility
- Lecture at least once a year in the tertiary sports education on the topic of sport and the environment

Analysis of federations

In 2023 and 2024, there were large-scale analyses on ethical issues in the federations. Sustainability aspects were also taken into account. The evaluation was used to derive binding, individualised measures for the member federations of Swiss Olympic. These range from participation in the Swiss Olympic Climate Fund to developing their own environmental or climate strategies, and must be implemented in the current Olympic cycle as a fixed component of the performance agreement with Swiss Olympic.



Transparent communication and awareness-raising

The score: The topics of space & environment have been part of Swiss Olympic's strategy since 2021. In this context, Swiss Olympic has since published an annual greenhouse gas balance and, since 2023, a report on the implementation of the climate concept. Starting in 2023, environmental topics were also specifically integrated into Swiss Olympic's regular communication channels. Swiss Olympic's climate concept requires the active support of all employees in order to be implemented. Every year, employees can publish the planned and implemented measures on the intranet for all to see.

Internal further training

Swiss Olympic's Marketing & Communication department implemented various training and information programmes in 2024 to raise awareness of sustainability in everyday working life. This included an interactive Climate Fresk workshop that conveyed the interrelationships of climate change in a fun and well-founded way. This was complemented by a webinar on effective climate communication. Since then, an internal guideline has helped employees to communicate sustainability issues consistently and in a way that is appropriate for the target group.



Procurement and partnerships

The score: The following measures are systematically implemented:

- Five partners have been won over for cooperation in the Swiss Olympic Climate Fund
- Since 2021, Swiss Olympic has been obtaining company cars from its car partner, Toyota, exclusively as hybrid and electric vehicles or vehicles with fuel cells (hydrogen drive)
- Binding procurement guidelines that take sustainability criteria into account have been in force since 2008
- There is a continuous reduction in the amount of equipment and decoration

Partnership with TGV Lyria

Sustainable, safe, fast and convenient: The partnership with TGV Lyria for the 2024 Summer Olympics in Paris enabled the Swiss Olympic Team to transport over 350 delegation members conveniently by rail. As part of the partnership, a TGV train was also clad in a mission design, which made the journey even more special for the Swiss Olympic Team and drew attention to rail mobility in particular.

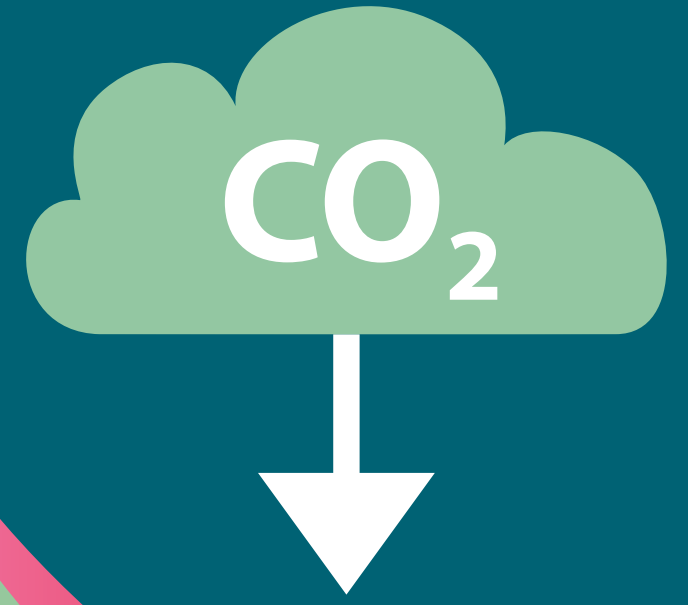


Reducing emissions

The score: Swiss Olympic has published an annual greenhouse gas balance since 2021. Most emissions are caused by travelling to Olympic missions – which is why delegations have been travelling over land where possible since 2023. Since 2022, Swiss Olympic has taken responsibility for unavoidable flight emissions by paying CHF 100 per tonne of CO₂ into the Swiss Olympic climate fund. Swiss Olympic also aims to achieve net zero by 2030. In addition, Swiss Olympic assumes responsibility for the remaining emissions from the offices that are above the reduction path by paying into the Swiss Olympic climate fund accordingly. Further measures in the area of emissions reduction can be found in the [2024 greenhouse gas balance](#).

Increased commuting by public transport and non-motorised traffic

Despite a higher full-time equivalent than in 2023 and already high use of public transport, Swiss Olympic employees travelled even more kilometres by public transport and non-motorised transport in 2024. By contrast, car use continued to decline – it stands at a total of 105,942 km (2023: 161,746 km). Since 2019, Swiss Olympic has expressly supported the use of public transport by covering the annual cost of an SBB half fare travel card for all employees. In addition, Swiss Olympic employees have two electric bikes at their disposal for free use.





And it goes on ...

**We will keep
the ball rolling.
Please join in!**