

Press release

sustainsporevents.com: Award-winning web portal for sustainable sporting events goes global

With over 600 measures, interactive tools and tried-and-tested solutions, the web portal for sustainable sporting events is now available in English, creating a new platform for international knowledge transfer.

Knowledge that changes sport

Sustainable sporting events need ambitious goals – but above all, they need solutions that work. This is precisely where **sustainsporevents.com** comes in. The award-winning web portal is now fully available in English, making sound practical knowledge accessible internationally.

The portal is backed by the German Sport University Cologne, the German Olympic Sports Confederation and the Oeko-Institut. Their shared aim: **to disseminate good solutions more quickly, to network knowledge internationally and to make sustainability a natural part of modern sporting events.**

600+ measures. 17 action areas. One goal: greater impact.

From mobility and climate protection, through resources and procurement, to participation and social responsibility: **sustainsporevents.com translates sustainability into concrete action.**

The platform brings together the results of a two-year participatory development process involving both academia and practitioners. Users are given free access to **more than 600 measures, 268 targets and indicators, 17 action areas, 5 strategic transformation areas and 6 control areas.**

With a self-check tool, an impact calculator and a planning tool, organisers can get straight to work on implementation. Examples of good practice and interviews demonstrate what is already working. The ‘Network & Resources’ section also brings together relevant knowledge and stakeholders.

From best practice to shared practice

The challenges are similar across the globe – so solutions do not always need to be reinvented. Successful mobility concepts, resource-efficient event planning or innovative approaches to greater participation can provide valuable inspiration across national and organisational boundaries.

This is precisely why **sustainsporevents.com** creates a shared space: for knowledge to be shared, experiences that help and solutions that can be scaled up.

“Best practice becomes shared practice: sharing knowledge, scaling up solutions, maximising impact – and advancing sustainable sporting events internationally.”, says Prof. Dr Ralf Roth.

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With its international launch, the platform is aimed at event organisers, sports organisations, federations, local authorities, academia and other stakeholders worldwide.

The next generation of sustainable sporting events does not emerge in isolation. It emerges through exchange.

sustainsporevents.com – Creating the future together.



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