



Georgian National Olympic Committee

Sustainability Strategy

2025-2028

INTRODUCTION

National Olympic Committee of Georgia has a big challenge ahead to continuously contribute to the advancement of sport and Olympic Movement countrywide. In full compliance with the Olympic Charter the NOC strives for implementation of its strategic goals on the national, regional and international level. The Georgian NOC has taken a good advantage of what has been offered by the state as well as the Olympic Solidarity programs. Nevertheless, effective realization of the NOC mission places great responsibility for the coming years. There is still a lot of room for improvement within the management of the organization and this Strategic Plan helps to reinforce NOC activities to its maximum.

Current Sustainability Strategy identifies not only organization goals and planned activities but also segments to improve within the organization and our stakeholders' activities related to sustainable development. It is important to make necessary improvements in informing and transmitting all the available knowledge and experience sharing with the NSFs opportunities offered through the IOC on the sustainability activities, major challenges and actions.

NOC Leaders

NAME	POSITION
Leri Khabelov	President
Emzar Zenaishvili	Secretary General
Elguja Berishvili	First Vice President
Mamuka Khabareli	Vice President
Nino Salukvadze	Vice President

NOC MISSION

Promote, support and protect the Olympic Movement in Georgia pursuant to the Olympic Charter ensuring establishment of the good governance principles

NOC VISION

Inspiring the nation through the success of Georgian athletes by improving Olympic performance in each Olympic cycle. More medals, more positive experiences and improved services for our Olympians. Empowering the collective voice of the athletes for the positive future of the Georgian Olympic Movement.

Georgian NOC CORE VALUES

A values-based organization strongly committed to maintaining its integrity: our actions will be guided by the NOC key values of:

- Excellence
- Efficiency
- **Sustainability**
- Athletes welfare
- Good practice
- Legacy
- Transparency & Accountability

Subject to the IOC Olympic Charter principal value of our NOC, like other NOCs in the world, is universality of the Olympic movement safeguarding friendship, respect and excellence.

Furthermore, rich Olympic history of our small country and the number of Olympic medals, total 140 including 44 gold, 38 Silver & 58 Bronze medals won by Georgian athletes since 1952 O.G. through 2024 represents primary legacy of the organization and the country.

Excellence

The desire to succeed motivates us and we have to do our utmost to reach full potential.

Team spirit

We promote feeling of togetherness among our members supporting effective cooperation and team work.

Life-long learning

We focus on continuous learning process and development of our young people and organizations.

Athletes' welfare

We trust our athletes are our greatest asset. We invest our effort and resources in developing and motivating them.

Sustainability

Negative affect of the climate change and biodiversity loss considerably increases among the society as a whole, including people's livelihoods and way of living NOC well acknowledges responsibility to endeavour playing our role to handle sustainability challenges.

Transparency and Accountability

We are responsible what we do and what we fail to deliver. Transparency of all the work done is essential for credibility of our organization.

Georgian NOC Olympic Overview

The Georgian National Olympic Committee was established on 6th October 1989. Final and full membership was granted by the IOC on 9th March, 1992 at the 99th IOC Session in Monaco.

General Assembly (Session) is the supreme body of the NOC composed of 136 members. NOC Executive Board is represented by 17 members including President, Secretary General, 3 Vice Presidents and 12 members. The NOC staff includes 22 members with the good gender balance of experienced specialists from various departments and two volunteers.

Since its establishment the NOC aims to promote, support and protect the Olympic Movement in Georgia pursuant to the Olympic Charter.

Despite its small population (over 4 ml. people) the country has rich sport and Olympic traditions and has had significant achievements since 1952 (XV O.G. Helsinki) through 2024 (XXXIII O.G Paris). The number of medals won at the Olympic Games compared with the country's population size can be evidenced in the following general statistic data:

Total 358 participants and 140 medals - G-44/S-38/B-58

37 Olympic champions incl. 3 women

Each 25th participant is a medalist i.e. 64% of the participants, every 8-9th athlete won gold Medal i.e. each 3-4 athlete is medal winner

The Georgian NOC represents a non-profit organization. Financial resources are one of the fundamental means for effective operation of NOC. In our reality major resources of the NOC come from the state funding and Olympic Solidarity programs.

National Sport Federations (37)

Summer Sports	Summer Sports	Winter Sports
Athletics	Grass Hockey	Figure Skating
Academic Rowing	Judo	Biathlon
Badminton	Wrestling	Luge/ Bobsleigh/skeleton
Basketball	Aquatic sports	Ice hockey
Boxing	Modern Pentathlon/Triathlon	Curling
Canoe	Taekwondo	Ski federation/ski jumping
Cycling	Tennis	
Equestrian	Table tennis	
Fencing	Shooting	
Football	Archery	
Gymnastics	Yachting	
Baseball/softball	Karate	
Weightlifting	Volleyball	
Handball	Rugby Union	
Skateboard	Sport climbing	
Golf		

Most of the funding for NSFs comes from the IOC Olympic Solidarity and EOC as well as the state through the Ministry of Sport.

A SWOT analysis was conducted which identified internal and external factors on the performance of stakeholders and effectiveness of the OS programs. According to the results obtained the SWOT analysis gave an understanding of the necessary actions to be implemented in the current quadrennial plan to increase the effective use of funds available through the Olympic Solidarity Programs. The following SWOT analysis summarizes the information gathered and helps us to understand what needs to be done to improve the management within the Georgian NOC.

Competitive advantages:

- Successful sport history: Medals won – G-44/S-38/B-58- Total 140 medals
- Available expertise with qualified internal and external sport specialists
- Support from the Government and stakeholders
- NOC good reputation and image in society

Sustainability in a changing world

More and more voices have been raised on the need to tackle climate change, casing immediate dangers and importance to secure a sustainable basis for future generations. When the IOC started work on developing our Sustainability Strategy in early 2015, following the adoption of Olympic Agenda 2020 as the strategic roadmap for the Olympic Movement in December 2014, it would have been hard to believe the pace and scale of change released over the recent years. From the start it was evident that the sustainability agenda would be vital for the IOC and the Olympic Movement. The disruption caused by the COVID-19 pandemic has greatly accelerated the problem showing necessity for taking measures to prevent existing threats posed by climate change and loss of biodiversity. NOCs must also acknowledge and treat the danger with full seriousness and urgency.

It is important that NOC emphasizes global awareness of the urgency and magnitude of the challenge.

All these issues – from plastic pollution in our oceans to a vast loss of biodiversity, and from the deterioration of natural ecosystems to poor air quality in urban environments – have all come primary challenges in the last few years. This narrative affects sport sector in an unprecedented manner, with increasing numbers of organisations – federations, venues, clubs, leagues, event organisers and industry sponsors and suppliers, among others – all reviewing their impacts and taking on new measures to address their sustainability challenges.

Along with the OCOGs NOC need to collaborate on sustainability, and particularly on climate action becoming part of a network of the world committed to addressing climate change.

Key Objectives:

Objective 1. Include sustainability within the NOC's daily operations and use more intensive efforts in relation to training of staff at all departments

Objective 2. Ensure transparency and knowledge-sharing through the guidance documents published by the IOC on sustainability. NOC should guide with the detailed methodologies on carbon footprinting and sustainable sourcing in their daily operations.

Objective 3. Increase energy efficiency of our buildings

Objective 4. Integrate sustainability in the sourcing of goods and services for various sport activities and events organized by the NOC.

Objective 5. Achieve a measurable reduction in waste quantities. Focus all efforts on main waste streams: plastic, food, electronic waste, waste from sport events and paper/publications.

Objective 6. Strive for better understanding the realities and maintaining strong collaboration with the NSFs and all stakeholders to raise awareness on the sustainability topics.

Objective 7. Organize on a regular basis in-person gatherings with the stakeholders to foster dialogue and exchange of viewpoints on the sustainability challenges. Include the sustainability presentations and reports in the workshops, seminars, Sport Administrators Courses organized with the aegis of the IOC and EOC.

Objective 8. Reduce the NOC travel impact (business travel for NOC leaders and staff, vehicle fleet; freight), take measures to reduce our travel footprint in relation to international travel, work out staff mobility plans – including various incentives for sustainable and active mobility, such as secured bike parking spaces, preferential access to low emission cars, e-car chargers and daily car park fees.

Objective 9. As part of IOC strategy, further develop a wellness programme to promote healthy and active lifestyles for the NOC and its stakeholders of through sport activities, subsidies for sport-related expenses, nutritional advice from experts, subsidies for active and sustainable commuting practices, promoting Athlete365 learning platform for mental health and psychological assistance.

Objective 10. Conduct active negotiations with the Ministry of Sport and relevant stakeholders to become a signatory of the UN Sports for Climate Action framework.

NOC Short Term initiatives for Climate Action in Sport

1. Appoint a "Sustainability Focal Point"

- Assign one staff member or volunteer to coordinate and track environmental actions, designate someone with interest and basic knowledge.

2. Conduct a Quick Self-Assessment

- Use free tools like the UN Climate Action Self-Assessment Tool (CASAT) or a simple Excel sheet to map:
 - How events are organized
 - Travel patterns
 - Energy, waste, and water use
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3. Reduce Single-Use Plastics

- Start with plastic bottles at events and offices — encourage reusable bottles, cups, and refill stations.
 - Partner with sponsors or local governments for awareness and supply of eco-alternatives.
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4. Travel Policy Adjustments

- Prioritize trains or buses for domestic team travel where possible.
 - Offset flights (even symbolically) or calculate emissions with **free tools** like:
 - Carbon Footprint Calculator
 - UN Carbon Calculator
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5. Green Event Guidelines (Even Informal)

Create a 1-page checklist for competitions and training events:

- Minimize printing
 - Use recycled materials
 - Promote waste sorting
 - Encourage local food and reusable items
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6. Awareness Campaigns

- Organize “Sustainability Day” with athletes, fans, and youth.
 - Share climate messages on social media, posters, or during press conferences.
 - Partner with schools, municipalities
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7. Join Knowledge Networks

- Attend free webinars hosted by the UNFCCC Sports for Climate Action team.
 - Follow and learn from peers: IOC, FIBA, UEFA
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8. Draft a Simple Action Plan

- 1–2 pages outlining:
 - Goals (e.g., reduce plastic, track team travel emissions)
 - Timeline
 - Assigned staff
 - Monitoring ideas

Conclusion

One of the key priorities of the Georgian National Olympic Committee is to continuously contribute to the sustainability of the Olympic Movement countrywide bringing its missions to each region. NOC has been actively involved in the last decade trying to use effectively offered Olympic Solidarity programs to ensure improvement in all relevant sections including athletes, coaches, program, Olympic management projects, Olympic values, etc. involving all stakeholders with the aim of meeting the set mission and goals.

Nevertheless, there is room for improvement within the management of organization and this Sustainability Strategy is significant from the standpoint of summarizing current reality and set goals for further progress getting better outcomes and enhancing the capabilities of the NOC and NSFs.

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