



World Strongman Sustainability Policy

Introduction

World Strongman (WSM) is committed to fostering sustainability across all its activities, in alignment with the principles of the International Olympic Committee (IOC) Sustainability Strategy. We recognize our responsibility to promote environmental stewardship, social inclusivity, and economic sustainability within the sport of strongman and the communities we serve. While we operate on a smaller scale compared to global organizations like the IOC, WSM aims to implement realistic and achievable actions to ensure a sustainable future.

Vision

To create a sustainable and inclusive future for the sport of strongman, contributing positively to the environment, society, and economy while inspiring athletes, fans, and partners to join our efforts.

Strategic Focus Areas

1. Infrastructure and Natural Sites

- Optimize the use of existing venues and facilities for events to minimize environmental impact.
- Implement energy-efficient practices at WSM events, such as using LED lighting, energy-efficient equipment, and renewable energy sources where feasible.
- Ensure that any temporary structures used during events are made from recyclable or reusable materials.

2. Sourcing and Resource Management

- Prioritize the procurement of sustainable and locally sourced materials for event equipment and merchandise.
- Reduce single-use plastics by offering reusable or biodegradable alternatives at WSM events.



- Implement waste management practices that emphasize recycling and composting at all WSM venues.

3. Mobility

- Encourage the use of public transportation, carpooling, or active transportation options for participants, staff, and spectators attending WSM events.
- Partner with transportation providers to offer discounts for eco-friendly travel options.
- Reduce carbon emissions by limiting unnecessary travel through virtual meetings and remote work solutions.

4. Climate

- Measure and offset carbon emissions associated with WSM activities and events through certified offset programs.
- Educate stakeholders on the importance of climate action and involve athletes in raising awareness of environmental issues.
- Incorporate climate resilience into event planning to adapt to changing environmental conditions.

5. Athletes and Workforce

- Promote health and well-being among athletes and staff through initiatives such as mental health support, injury prevention programs, and access to healthy food options.
- Ensure diversity, equity, and inclusion in hiring practices and governance.
- Provide sustainability training and resources to athletes and staff to integrate sustainable practices into their daily lives.

6. Partnerships and Advocacy

- Collaborate with local communities, governments, and non-governmental organizations to promote sustainability.
- Engage sponsors and partners who share WSM's commitment to sustainability and work together to achieve shared goals.
- Advocate for sustainable practices within the global strongman community by sharing best practices and success stories.



Implementation and Monitoring

WSM will establish a Sustainability Task Force to oversee the implementation of this policy, set measurable goals, and monitor progress. Key actions include:

- Conducting annual sustainability audits to assess the impact of WSM activities.
- Publishing an annual sustainability report to highlight achievements, challenges, and areas for improvement.
- Soliciting feedback from stakeholders to refine and enhance our sustainability initiatives.

Conclusion

WSM believes that sustainability is essential for the future of sport and the planet. By committing to the principles outlined in this policy, WSM aims to lead by example within the strongman community and inspire others to join us in building a more sustainable future. Together, we can ensure that the sport of strongman continues to thrive while respecting and protecting the world we live in.