

# SUSTAINABILITY STRATEGY 2025-2029



**FIBA**

We Are Basketball

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# EXECUTIVE SUMMARY



As the governing body of international basketball, FIBA recognises its responsibility to lead sustainability efforts within the sport. This Sustainability Strategy 2025-2029 outlines FIBA's commitment to environmental, social, economic and governance (ESG) principles, ensuring basketball remains a force for good for generations to come.

FIBA's sustainability approach is built on two key spheres of responsibility:

## 1. FIBA AS AN ORGANISATION

Ensuring sustainability is integrated into FIBA's internal operations, governance practices and overall corporate culture.

## 2. FIBA AS AN EVENT OWNER

Ensuring that FIBA's global tournaments and events integrate sustainable practices at every stage.

The strategy aligns with international sustainability frameworks, including the **United Nations Sustainable Development Goals (SDGs)** and the **UNFCCC Sports for Climate Action Framework**.

For each of its spheres of responsibility, FIBA's sustainability initiatives are structured around four core pillars:

- **ENVIRONMENTAL RESPONSIBILITY:** Reducing carbon emissions, optimising the use of natural resources and prioritising sustainable sourcing, minimising waste, integrating responsible mobility solutions and enhancing biodiversity.
- **SOCIAL IMPACT:** Prioritising safeguarding, integrity, diversity, equity and inclusion (DEI), empowering youth and advancing women in basketball.
- **GOVERNANCE:** Ensuring transparency, ethical leadership and comprehensive sustainability reporting.
- **ECONOMIC SUSTAINABILITY:** Strengthening partnerships and embedding sustainability in sponsorships, while ensuring the smart investment of resources, optimising operational efficiency and reducing costs to support the sustainable growth of the organisation.

FIBA's **Sustainability Strategy 2025-2029** is a bold step toward a more inclusive, environmentally responsible and economically viable basketball ecosystem. This strategy not only safeguards the sport's future but also amplifies its role in shaping a better world.



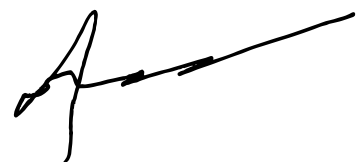
# JOINT MESSAGE FROM THE FIBA PRESIDENT AND SECRETARY GENERAL

Dear basketball friends,

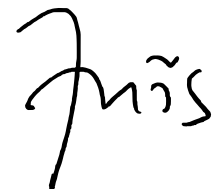
Basketball has always been more than just a game: it is a powerful platform for bringing people together, breaking down barriers and inspiring change. With a global community of **3.3 billion fans** and **650 million players**, basketball has an unmatched ability to unite people across cultures and generations. As the world governing body, FIBA recognises its responsibility to lead with purpose and ensure that our sport contributes meaningfully to the world around us.

This sustainability strategy marks an important step in our journey. It reflects our shared commitment to embedding responsibility – whether by reducing our environmental impact, fostering diversity and inclusion or empowering the next generation of players and fans. With the support of our National Federations, partners and stakeholders, we will continue working to strengthen basketball's role as a unifying and positive force worldwide.

Basketball has the unique ability to inspire action and drive meaningful change. Through collaboration and initiatives like the Basketball For Good program, we can harness the sport's influence to create lasting impact, empowering communities and shaping a better future for generations to come.



**SHEIKH SAUD ALI AL THANI**  
FIBA President



**ANDREAS ZAGKLIS**  
FIBA Secretary General





# IMPORTANCE OF SUSTAINABILITY FOR FIBA

**As the world faces growing social and environmental challenges, FIBA – as the global governing body of two Olympic disciplines, Basketball and 3x3 Basketball – recognises the role basketball can play in shaping a more sustainable future. We are part of communities that are asking for change, seeking action on issues like climate responsibility, gender equality and youth development. For FIBA, sustainability is not just a commitment but a guiding principle. From the arenas where games are played to the programs that shape the lives of young players, sustainability is at the heart of our vision for basketball's future.**

Sustainability is integrated in the planning and delivery of major sporting events. As a **signatory of the UNFCCC Sports for Climate Action Framework**, FIBA is committed to reducing the environmental impact of basketball and aligning its efforts with global climate goals. Looking ahead to the FIBA Women's Basketball World Cup 2026 in Germany and FIBA Basketball World Cup 2027 in Qatar, FIBA is collaborating with our hosts to deliver not just world-class competitions, but innovative sustainability programs that leave a lasting impact.

Basketball being a team sport, we know that change does not happen in isolation. It will take teamwork, vision and collaboration. Together with our National Federations, our partners and the global basketball community, we will create a movement that inspires action and drives real impact.



# VISION & MISSION STATEMENT

## VISION STATEMENT

**With a perspective on basketball, we intend to be one community. In comparison with other sports, we want basketball to be the most popular sports community.**

## VISION STATEMENT

**To make basketball more popular, we develop and promote the game.  
To create one basketball community, we bring people together and unite the community.**







# STRATEGY DEVELOPMENT METHODOLOGY AND PROCESS

Sustainability is the practice of meeting current needs without compromising the ability of future generations to meet their own. It encompasses four interconnected dimensions: **environmental**, **social**, **governance** and **economic**. Guided by this principle, FIBA has developed its sustainability strategy through a clear and transparent approach organised around two key spheres of responsibility: **FIBA as an Organisation** and **FIBA as an Event Owner**. These spheres provide the framework for integrating sustainability across FIBA's global operations and events. The strategy is centered around the above mentioned four areas.

The strategy builds upon FIBA's initial sustainability goals, which include **reinforcing integrity** in all competitions, **strengthening safeguarding** in all competitions and activities and **applying ESG (Environmental, Social, and Governance) criteria** across international competitions and operations. These goals have been fully integrated into the four focus areas, ensuring a comprehensive and structured approach to sustainability within FIBA's framework.



## A. FIBA AS AN ORGANISATION

Focusing specifically on the first sphere of responsibility, **FIBA as an Organisation**, the sustainability strategy aims to integrate sustainability into FIBA's internal operations, governance practices and overall corporate culture. This involves addressing key elements within each of the four focus areas.

## B. FIBA AS AN EVENT OWNER

The role of **FIBA as an Event Owner** is to ensure that its tournaments and events globally integrate sustainable practices at every stage. This responsibility is primarily centered on its flagship competitions, including the FIBA Basketball World Cups for both men and women. Each edition of these events is awarded to host cities and national federations through a structured bidding process designed to align hosts with FIBA's vision of delivering impactful, high-quality tournaments.

Once a host city and federation are selected, FIBA's role shifts to oversight and support, working closely with Local Organising Committees (LOCs) and host cities to encourage alignment with operational, sporting and sustainability standards. While the LOCs and host cities take on the primary responsibility for event delivery and achieving sustainability goals, FIBA provides some guidance and monitoring to ensure alignment with its strategic priorities. This collaborative approach aims to leave a positive, lasting and meaningful legacy.





# GUIDING PRINCIPLES

In a world increasingly shaped by global challenges such as climate change, social inequality and the need to create opportunities for youth, FIBA acknowledges its responsibility to lead by example in fostering sustainability within the basketball community.



## COLLABORATION

FIBA believes in the power of partnerships to drive sustainable change. By working with National Federations, host cities, sponsors and communities, FIBA strives to collectively address sustainability challenges and amplify positive impact.

## CONFORMITY

FIBA's sustainability strategy is rooted in alignment with internationally recognised frameworks and standards. By adhering to benchmarks such as the UN Sustainable Development Goals, the UNFCCC Sports for Climate Action Framework and other global guidelines, FIBA ensures its actions are credible, transparent and globally impactful.

## YOUTH EMPOWERMENT

Recognising the potential of young people as changemakers, FIBA integrates youth engagement into its sustainability approach – using basketball as a platform to educate, inspire and equip future generations to champion sustainability.

## INNOVATION AND EXCELLENCE

FIBA is dedicated to leveraging innovation to meet its sustainability goals. From cutting-edge technologies to progressive policies, it continually seeks solutions that set new standards of environmental and social responsibility in basketball.

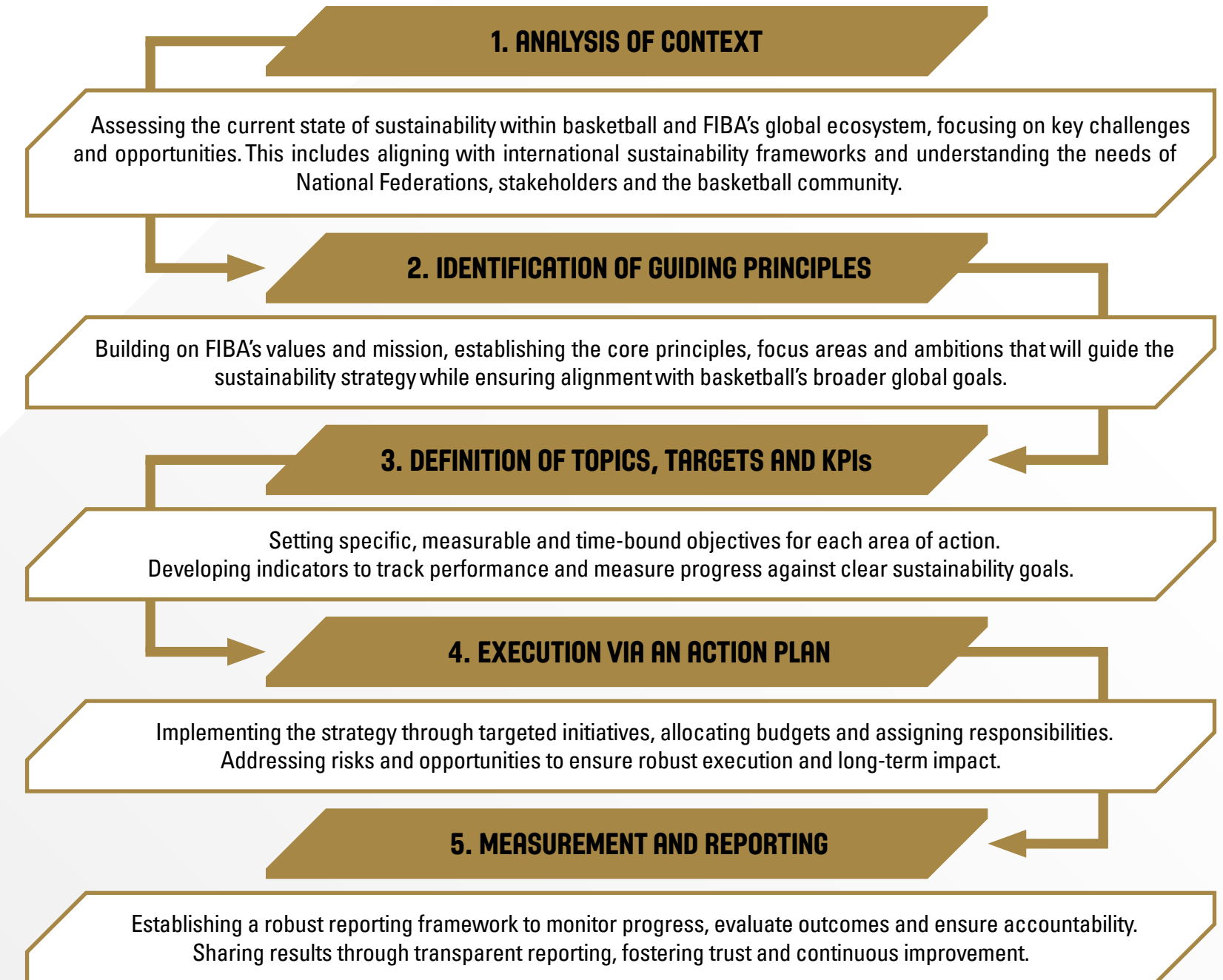
## LEGACY

FIBA will focus on creating long-term, sustainable legacies from its events and programs. By embedding sustainability into the planning and delivery of major events, such as World Cups and Continental Cups, FIBA aims to leave a positive social and environmental footprint in host cities and countries. This legacy-driven approach ensures that FIBA's influence extends beyond the court, contributing to broader societal and environmental goals for years to come.



# THE ROAD TO 2029 - STRATEGIC PROCESS

**FIBA is committed to a clear, structured process to advance its sustainability strategy and deliver impactful outcomes by 2029. This roadmap ensures transparency, collaboration, and alignment with international frameworks for effective implementation.**



# 2. SUSTAINABILITY STRATEGY: DIAGNOSTIC AND RESEARCH

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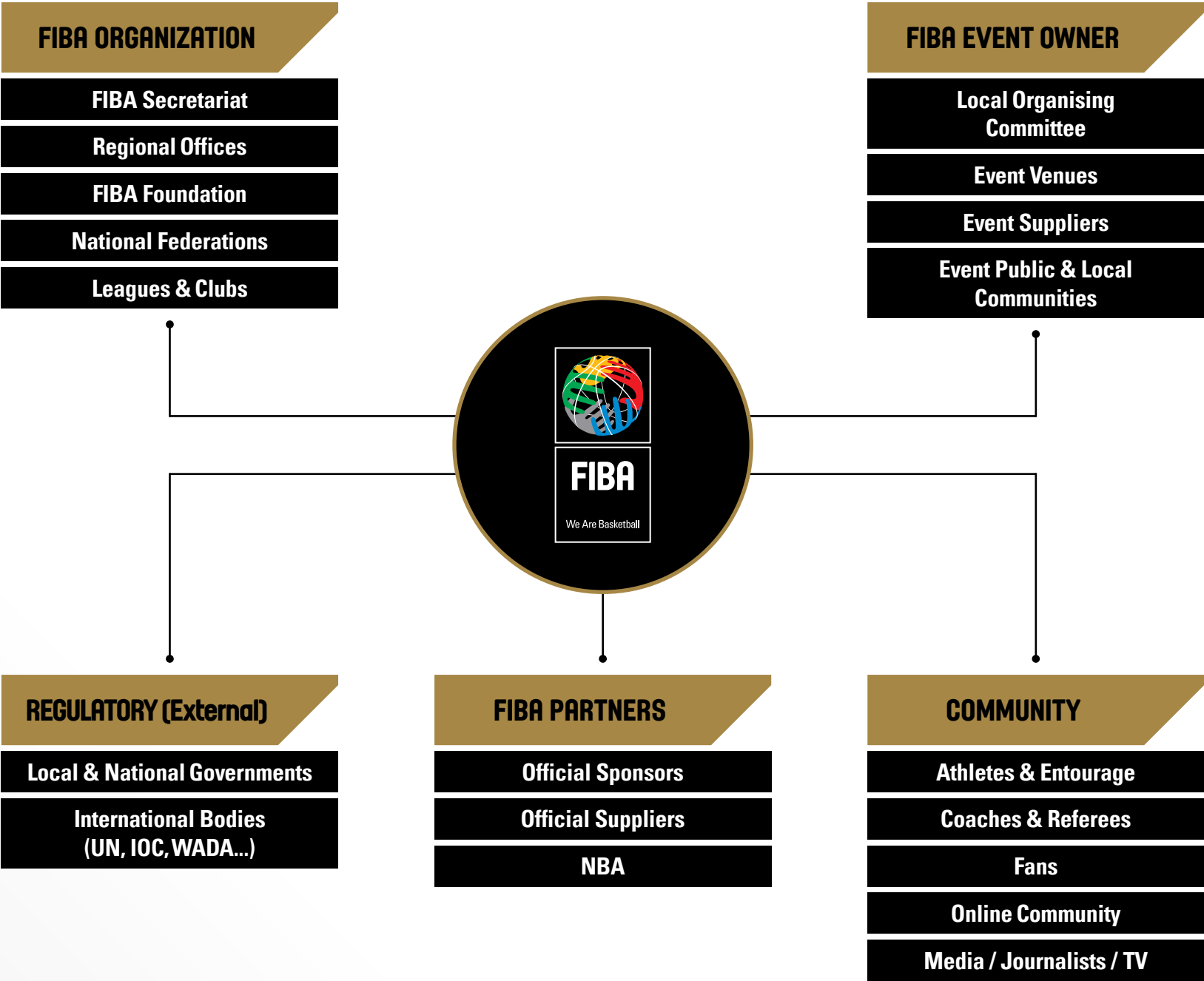




# STAKEHOLDERS' ENGAGEMENT

FIBA’s sustainability strategy has been shaped by a collective effort. A comprehensive stakeholder mapping and engagement process was undertaken, including flash interviews with a diverse range of FIBA stakeholders. This process ensured that every voice was heard and contributed to the development of the strategy.

By fostering an inclusive dialogue, the aim was to build a robust sustainability strategy that not only inspires but also engages all members of the FIBA community. This collaborative approach ensures that the strategy reflects the collective aspirations and commitment of stakeholders, paving the way for meaningful and lasting impact.



# IDENTIFYING AND PRIORITIZING SUSTAINABILITY TOPICS

The process of identifying and prioritising sustainability topics (materiality matrix) establishes a clear framework for addressing the most relevant sustainability issues for both stakeholders and the organisation's operations. This tool helps identify and classify topics based on their **IMPORTANCE TO STAKEHOLDERS** and their **impact on FIBA's operations**, ensuring a balanced and focused approach to sustainability.

The materiality matrix highlights **FOUR MAIN FOCUS AREAS**, represented by the **HIGH-PRIORITY ISSUES** that sit at the intersection of significant importance to stakeholders and a substantial impact on FIBA's operations.

**1. ENVIRONMENTAL:** FIBA is dedicated to minimising the environmental impact of its operations and events through sustainable practices. As a signatory of the UNFCCC framework and aligned with global **climate priorities**, the organisation strives to reduce its overall footprint and promote sustainable solutions.

A key focus is on **resource use** and **supply chain** management, ensuring that materials and products for events and operations are sourced sustainably. **Waste management** is integrated across all activities, including events, while mobility initiatives work to lower the carbon footprint of transportation. Additionally, FIBA recognises the importance of **biodiversity**, actively considering the ecological impact of its events and incorporating nature-positive solutions into its approach.

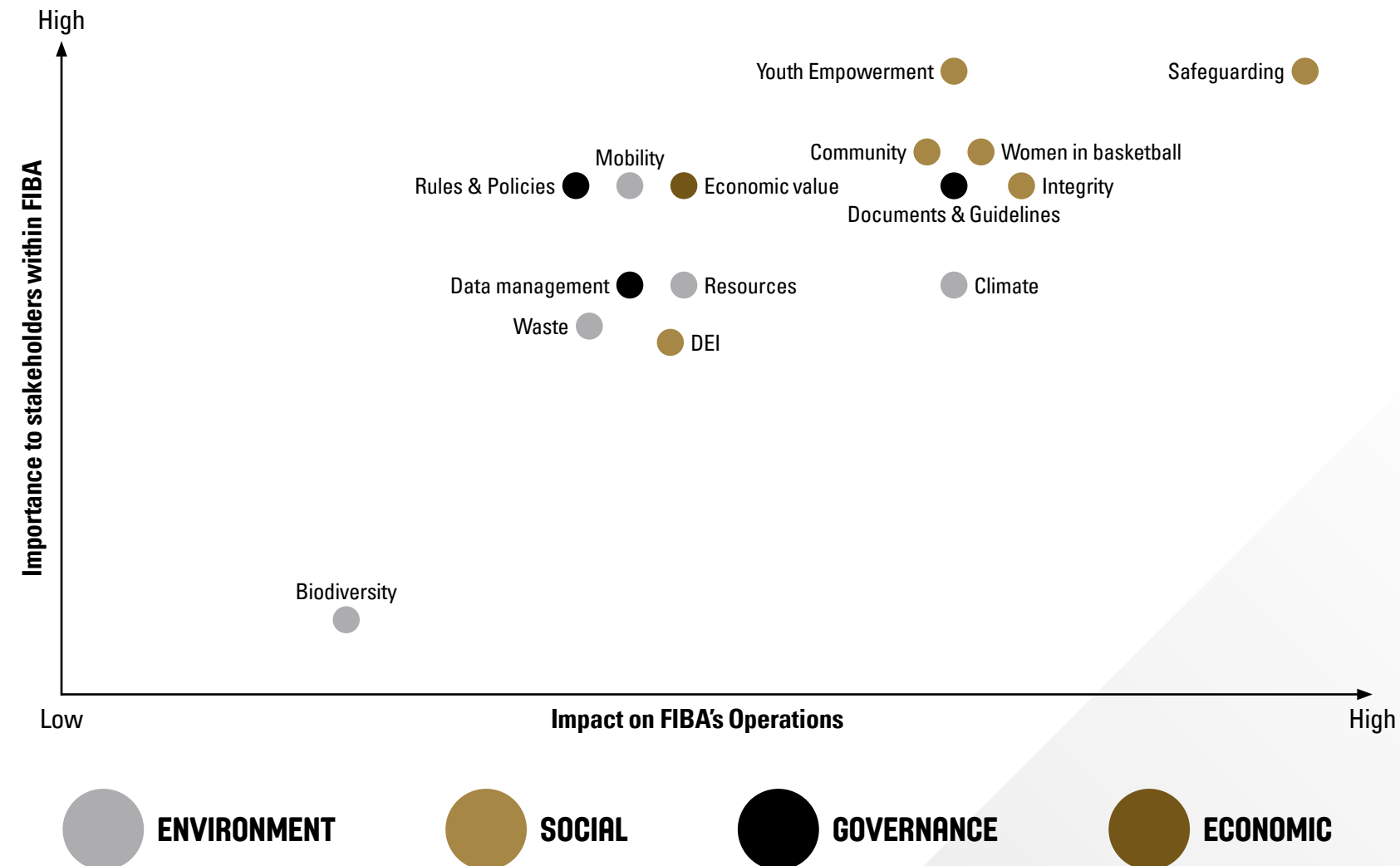
**2. SOCIAL:** FIBA's commitment to social sustainability is centered on promoting inclusion, safety and equal opportunities for all involved in the basketball community. FIBA aims to create an environment where individuals, especially youth and underrepresented groups, can thrive. Key themes include **safeguarding**, ensuring the well-being of all participants and **integrity**, which upholds the ethical standards of the sport. FIBA also focuses on **women in basketball**, advancing gender equality and **empowering youth** through the sport, while emphasizing **diversity, equity, and inclusion (DEI)** across all levels of the game. Through these actions and initiatives like Basketball For Good, FIBA fosters a culture of respect, empowerment and social responsibility within the basketball world.

**3. GOVERNANCE:** Strong governance is essential to the integrity and effectiveness of FIBA's sustainability efforts. FIBA's governance framework ensures transparency, accountability and ethical decision-making across all areas of its operations. This includes establishing clear **management** structures to oversee sustainability initiatives and integrating sustainability into **rules and policies** that govern the sport. FIBA also develops **documents and guidelines** to assist National Federations and stakeholders in implementing sustainable practices within their own contexts. **Data management** plays a critical role in tracking progress, ensuring that sustainability efforts are measurable, transparent and reportable, thereby fostering a culture of continuous improvement.

**4. ECONOMIC:** FIBA's economic sustainability focuses on generating long-term value while ensuring financial responsibility. The organisation works to foster sustainable partnerships with sponsors and stakeholders, promoting responsible investment that aligns with FIBA's sustainability goals. The **institutional partnership** aspect emphasizes creating mutually beneficial relationships with NGOs that contribute to both financial growth and positive social impact. **Commercial value** is generated through responsible business practices with sponsors, ensuring that financial success does not come at the expense of environmental or social responsibility. FIBA also places significant importance on **media and communication**, using its platform to advocate for sustainability, raise awareness and engage fans, sponsors and partners in responsible actions.



# FIBA'S KEY SUSTAINABILITY PRIORITIES



# COMMITMENT TO SUPPORTING THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (SDGs)

FIBA is aligning its sustainability strategy with the United Nations Sustainable Development Goals (SDGs). Across all its operations, FIBA integrates sustainability into every aspect of its work, contributing directly to several key SDGs.

## 1. ENVIRONMENTAL



## 2. SOCIAL



## 3. GOVERNANCE



## 4. ECONOMIC



# FIBA SUSTAINABILITY STRATEGY 2025-2029



## FIBA FLAGSHIP PROJECTS

3x3 BASKETBALL

BASKETBALL FOR GOOD (BB4G)

### ACTION PLAN - FIBA ORGANIZATION

#### ENVIRONMENT

- **Climate:** Carbon Footprint & Emissions Reduction
- **Resources:** Supply Chain & Resource Efficiency
- **Waste:** Waste Management & Recycling
- **Mobility:** Sustainable Transportation & Logistics
- **Biodiversity**

#### SOCIAL

- **Safeguarding**
- **Integrity**
- **Women in basketball**
- **Youth development**
- **DEI (Diversity, Equity and Inclusion)**
- **Community**

#### GOVERNANCE

- **Management**
- **Documents & Guidelines**
- **Data management**
- **Rules & Policies**

#### ECONOMIC

- **Institutional partnerships**
- **Commercial value**
- **Media & Communication**

### ACTION PLAN - FIBA EVENT OWNER

#### ENVIRONMENT

- **Climate:** Carbon Footprint & Emissions Reduction
- **Resources:** Supply Chain & Resource Efficiency
- **Waste:** Waste Management & Recycling
- **Mobility:** Sustainable Transportation & Logistics
- **Biodiversity**

#### SOCIAL

- **Safeguarding**
- **Integrity**
- **DEI (Diversity, Equity and Inclusion)**
- **Community**

#### GOVERNANCE

- **Management**
- **Documents & Guidelines**
- **Data management**
- **Rules & Policies**

#### ECONOMIC

- **Institutional partnerships**
- **Commercial value**
- **Media & Communication**



# 3. FLAGSHIP PROJECTS

FIBA’s commitment to sustainability is part of the game itself. Through our Flagship Projects, we turn values into action, driving environmental and social impact, promoting sustainable events and using basketball as a force for good.

1	3x3 Basketball	34 - 35
2	Basketball for Good	36 - 37





# 3x3 BASKETBALL

The 3x3 Basketball format has become a global phenomenon, embodying the spirit of inclusivity, competition and community. FIBA's commitment to sustainability is exemplified through the 3x3 Basketball events achieving ISO 20121 certification, an international standard for sustainable event management. This certification is a testament to FIBA's dedication to reducing the environmental and social impacts of its major events while fostering positive legacies within host cities.





# BASKETBALL FOR GOOD

Basketball For Good is FIBA's transformative initiative that harnesses the power of basketball to drive social change and development around the globe. This program leverages the universal appeal of basketball to raise awareness of key social issues, promote community engagement and empower youth leaders to create a positive impact in their own communities. With an emphasis on education, empowerment and inclusivity, Basketball For Good is a cornerstone of FIBA's sustainability strategy, building bridges through sport and leaving a lasting legacy wherever it's implemented.



# 4. CONCLUSION

FIBA's commitment to sustainability represents more than a responsibility: it embodies our vision for a thriving, inclusive and united basketball community that serves as a force for global good. By aligning our actions with international frameworks, collaborating with stakeholders and embracing innovation, we aim to set a benchmark for sustainability in sport.

This strategy is not just a plan – it is a promise. A promise to protect our planet, empower communities and inspire the next generation to embrace the values of respect, equity and resilience. It is a call to action for everyone involved in basketball, from players and fans to federations and host cities, to join us in building a legacy that transcends the game.

Together, we can turn ambition into action, challenges into opportunities and the love for basketball into a catalyst for meaningful change. Through this strategy, FIBA reaffirms its unwavering dedication to shaping a sustainable future – where basketball not only thrives but leads by example.

**LET'S TAKE THIS JOURNEY TOGETHER, UNITED BY THE GAME,  
AND INSPIRED BY A SHARED PURPOSE: TO LEAVE A BETTER  
WORLD FOR THE GENERATIONS TO COME.**







**FIBA**

We Are Basketball