



PRESS RELEASE #1

OLYMPICS OF SUSTAINABILITY Winning for Health and Planet | Erasmus+ Sport PRESS RELEASE

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For immediate release

New European Project Launches to Transform Youth Sport into a Platform for Sustainability Action

The Olympics of Sustainability brings together five organisations from four EU countries to create a gamified competition model combining sport and environmental challenges for young people aged 15–19.

The Olympics of Sustainability (OofS), an Erasmus+ Sport project co-funded by the European Union, officially launched in December 2025. The 18-month initiative unites the Municipality of Fundão, PJA Consultoria Desportiva e Projetos, Finlands Svenska Idrott (Finland), Športno društvo Endorfin (Slovenia), and the Municipality of Pedreguer (Spain) to develop and pilot a new model of youth sport competitions that integrates sustainability challenges alongside traditional athletic activities.

The project responds to two converging challenges across Europe: persistently low levels of physical activity among young people (with 45% of Europeans never exercising, according to the 2022 Eurobarometer on Sport and Physical Activity) and a widening gap between youth environmental awareness and concrete action. While over 90% of Europeans consider environmental protection important, few engage in structured sustainability initiatives, particularly through sport.

The OofS model introduces a dual scoring system where teams of five young athletes (aged 15–19, mixed gender) earn points for both athletic performance and sustainability actions, such as waste collection races, tree-planting challenges, and eco-friendly transport tasks. Teams demonstrating exceptional environmental commitment are awarded a "Green Badge." National competitions will take place in Portugal, Slovenia, and Spain, with the best teams competing in a European Finals event hosted in Pedreguer, Spain.

The project will also produce two key outputs designed for long-term impact: an open-access research e-Paper mapping sports practices and sustainability trends among young people across the four partner countries, and a "Green Playbook", a practical, step-by-step guide enabling any municipality, sport club, or school to organise their own sustainability-focused sport event. Both publications will be available in five languages. José Pinto, Project Manager at the Municipality of Fundão, said: "Fundão is proud to coordinate this innovative initiative. The Olympics of Sustainability is about showing that sport can be more than competition. It can be a powerful tool for building environmental responsibility and active citizenship among young people. We believe this model can inspire municipalities across Europe."

The project targets the engagement of over 500 young athletes across the three implementing countries, with at least 30% participation from underrepresented groups, including young women and people with disabilities. Twenty municipalities and sport organisations are expected to sign Memoranda of Understanding committing to the long-term adoption of the OofS methodology.

For more information, visit follow the project on Facebook and Instagram.

NOTES TO EDITORS

The Olympics of Sustainability: Winning for Health and Planet (OofS) is a project co-funded by the European Union through the Erasmus+ Sport programme (Call: ERASMUS-SPORT-2025-SCP). The project runs from November 2025 to April 2027 (18 months).

The consortium comprises: Municipality of Fundão (Portugal, Coordinator), PJA Consultoria Desportiva e Projetos (Portugal), Finlands Svenska Idrott (Finland), Športno društvo Endorfin (Slovenia), and Municipality of Pedreguer (Spain).

The project targets young people aged 15–19 through sustainability-integrated sport competitions at national and European level. Key outputs include the OofS e-Paper, the Green Playbook, the National Olympics of Sustainability, and the European Finals.

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SOCIAL MEDIA CHANNELS

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