

# ITALY SUSTAINABILITY CASE STUDY



## SusTAEnible – FITA Practical Sustainable Projects

The Italian Taekwondo Federation (FITA) integrates sustainability into its sports initiatives, recognizing the importance of environmental, social, and governance (ESG) responsibility. The **SusTAEnible** project, developed between 2021 and 2024, encompasses a series of sustainability-focused actions, including the **Dott project** for sustainable mobility, **Kim and Liù Grow Together + Treedom**, which educates young athletes on environmental respect, and the use of sustainable event materials such as recyclable bottles, eco-friendly gadgets, and training resources.

FITA actively partners with sustainability-focused organizations such as Treedom and Dott to ensure measurable environmental impact, aiming to serve as a model for sustainable sports governance.

### FOCUS AREA

Environmental Sustainability

### KEY WORDS

- Sustainable events
- ESG in sports
- Eco-friendly initiatives
- Carbon offsetting
- Green mobility

### Resources

- 🔗 [FITA Treedom partnership overview](#)
- [FITA Forest Overview](#)
- [Showcasing FITA's sustainability commitments through social media storytelling](#)

## FACTS & FIGURES

- **20,000 recycled plastic bottles** used at the Rome Grand Prix (2022-2023).
- **500 trees planted** through the FITA Forest project with Treedom, absorbing **166.90 tons of CO<sub>2</sub>** annually.
- **Nationwide sustainable mobility initiative** with **Dott**, offering scooter subscriptions for event attendees.
- Recognition as one of the **most ESG-innovative events**, evaluated alongside Formula E.

## IMPACTS

FITA's **SusTAEnible** project has led to substantial improvements in the sustainability of its events. The federation implemented the use of **20,000 recycled plastic bottles** at the Rome Grand Prix (2022-2023) and introduced **scooter subscriptions through Dott** to promote green mobility among athletes and spectators. The **FITA Forest**, created in collaboration with **Treedom**, comprises **500 trees** planted in South America and Africa, absorbing approximately **166.90 tons of CO<sub>2</sub> annually** in their first ten years. This initiative aligns with the IOC's Olympic Forest project and ensures each tree is **photographed, geolocated, and trackable online**, promoting transparency and engagement in carbon offset efforts.

Additionally, FITA's sustainability strategy has drawn attention from institutional partners, such as the **Ministry of the Environment (MASE)**, and the **Rome Grand Prix 2023** was recognized as one of the most ESG-innovative sporting events after Formula E.