



Developing and growing Taekwondo throughout the world in a sustainable way, and inspiring the underprivileged and vulnerable through education and partnerships.

SUSTAINABILITY FOCUS AREAS

Diversity, Equity & Inclusion, and Community
Environmental Sustainability
Health and Well-being

The **2023 Sustainability Awards** contributed to the following **UN Sustainable Development Goals**





SUSTAINABILITY

MNA CASE STUDIES

World Taekwondo recognizes the critical global challenges facing our world today, spanning economic, social, and environmental domains. Embracing our mission to promote peace and contribute to a better world through the practice of Taekwondo, we believe it is both an opportunity and a responsibility to actively engage in the global debate on sustainability.

As one expression of this commitment, World Taekwondo has initiated the MNA Sustainability Case Study Project, aligning with our dedication to the principles outlined in our Sustainability Strategy. Launched to showcase and share good practices among Member National Associations (MNAs), this project aims to exemplify how MNAs are actively working towards a sustainable world. Each case study aligns with World Taekwondo's key focus areas: Diversity, Equity, & Inclusion (DEI) and Community, Environmental Sustainability (ENV), and Health & Well-being (HNW).

Furthermore, we recognize the importance of harmonizing efforts with the United Nations' 17 Sustainable Development Goals (SDGs), which provide a guiding framework for organizations to address global challenges and contribute to sustainable development. This framework is pivotal for World Taekwondo, and we are committed to demonstrating MNAs' alignment with the UN's 2030 Agenda for Sustainable Development through the case studies presented.

It is our hope that through the collective sharing of information and good practices, World Taekwondo and its MNAs can further inspire and contribute to the holistic integration of sustainability within the global Taekwondo movement and beyond.

TAEKWONDO TURNS GREEN CONCEPT KENYA

SUMMARY



The **Kenya Taekwondo Federation** has initiated the "Taekwondo Turns Green Concept," integrating environmental conservation with talent nurturing through tree planting exercises. Partnering with stakeholders and sponsors, the Federation aims to plant 500,000 trees annually during its events and championships. This initiative not only raises awareness about climate protection but also fosters community engagement in local environment preservation. By promoting sustainable practices and advocating for biodiversity conservation, the Federation is contributing to combatting climate change and promoting a greener future.

FOCUS AREA

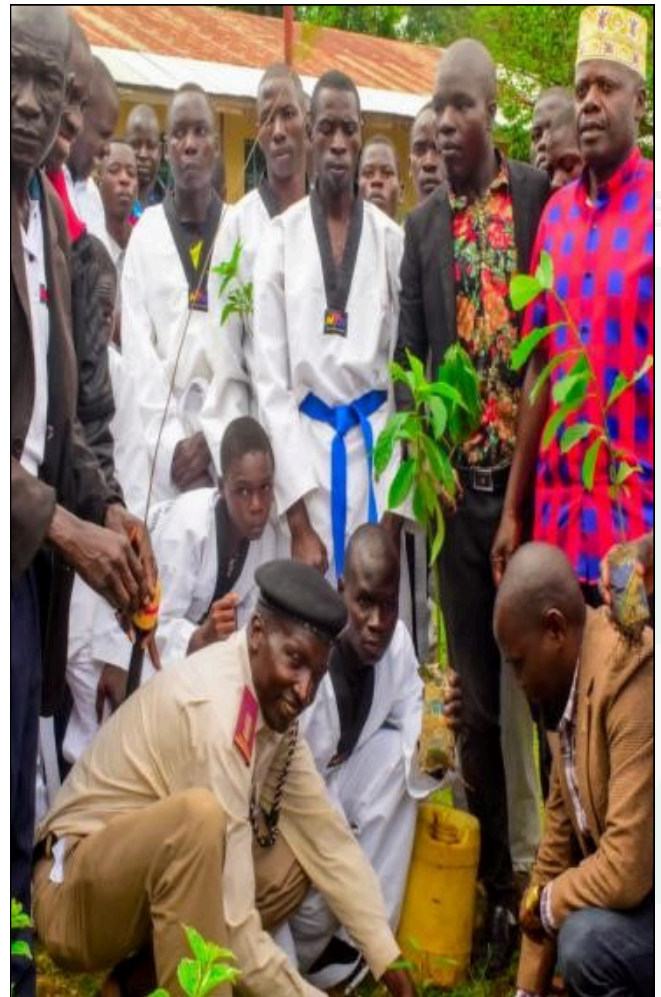
Environmental Sustainability

KEYWORDS

Environmental Conservation | Community Engagement | Sustainability

IMPACTS

The Kenya Taekwondo Turns Green Concept stands out as a pioneering initiative in promoting environmental sustainability within the sports community. By planting trees during events and championships, the Federation is actively contributing to climate protection and fostering community response to environmental preservation. Additionally, the program offers a platform for education and promotion regarding terrestrial ecosystem preservation, making a significant impact on combating climate change and promoting sustainable land use practices.



RESOURCES

[Taekwondo Turns Green Concept - Panorama, Solutions for a Healthy Planet](#)

FACTS AND FIGURES

- Target of planting 500,000 trees annually.
- Integration of environmental conservation with talent nurturing.
- Collaboration with stakeholders and sponsors for sustainability initiatives.