

Abstract

Title: Sustainable initiatives in sports federations in the Czech Republic

Objectives: The main objective is to identify sustainability trends in sports federations in the Czech Republic. Based on the analysis of sustainable principles in foreign sports federations and interviews with representatives of Czech sports federations create recommendations for improving the current practice in the Czech sports environment.

Methods: A combination of content analysis and semi-structured interviews was used in this thesis. The web analysis focused on the official websites of sports federations in the Czech Republic, Norway and Australia, examining the occurrence and manner of communicating sustainability-related topics. To gain deeper insight, interviews were conducted with representatives of selected Czech sports federations, focusing on their perception of sustainability, attitudes toward the topic and motivation for potential engagement.

Results: The results showed that Czech sports federations approach the topic of sustainability rather intuitively. Activities related to the social dimension are the most common, while environmental and economic aspects are communicated less frequently. The interviews confirmed that there is often a lack of clear understanding of what sustainability is. Compared to foreign examples, Norwegian federations were found to work with sustainability more systematically, often linking it to the SDGs and integrating it into strategic documents. Australian federations communicate sustainability more visibly than Czech ones, but in a less structured way than in Norway. Based on these findings, a set of recommendations was developed, divided into three areas of federation activity – internal organization, influence on sport clubs, and event organization – which may serve as inspiration for a more systematic approach to sustainability in the Czech sports context.

Keywords: sustainability in sport, sustainable development, sports organizations, content analysis, sustainable development goals