

Abstract

This study deals with sustainability of kiteboarding with focus on manufacturing of equipment for this water sport. The goal of this research was to develop set of specialized indicators for kiteboarding companies in order to monitor their externalities on the environment. Firstly, the author collected the recent scientific knowledge about this young sport. Subsequently, sustainability of related sports as surfing, windsurfing and wakeboarding were questioned. It is possible to say that the materials used for manufacturing of the equipment mean great environmental problem. Another negative impacts are caused by large-scale events and tourism. By a comparison method the GRI initiative was chosen as basic set of indicators. These indicators were then modified to meet the needs of kiteboarding industry as much as possible. However, some new indicators were invented and unnecessary indicators were rejected. These changes were based on analysis of CSR reports of big sport goods companies; analysis of negative externalities of kiteboarding; and interviews with manufacturers of kiteboarding equipment. The final version, called Kiteboarding Indicators for Threats to Environment, was tested by one of the manufacturer. The results of the study show that kiteboarding have some negative impacts on environment. However, just now there is a chance to minimize these impacts and to prevent even bigger impacts in the future, too.

Key words: kiteboarding, kitesurfing, indicators, CSR, environment, GRI