



AOUA Sustainability Label – Vision and Application Process

Vision

To encourage AOUA member races to implement the **United Nations Sustainable Development Goals (SDGs)** during event planning and execution by integrating **Environmental, Social, and Governance (ESG)** principles into organizational culture and strategic operations. In alignment with the goals and practices of the **International Olympic Committee (IOC)**, event organizers are expected to coordinate internal and external resources and collaborate with all stakeholders. This process drives continuous improvement and innovation, positioning sports as a transformative force. Participants in these races will directly experience the sustainability practices of the events, helping internalize sustainable values and accelerate both personal and societal transformation — ultimately shaping a better future for coming generations.

Label Categories

The AOUA Sustainability Label is classified into the following levels based on self-assessment scores:

- **Platinum Label – Score of 110 or above**
- **Gold Label – Score of 101 or above**
- **Silver Label – Score of 80 or above**
- **Bronze Label – Score of 60 or above**



Application Process

1. **Three months prior to the race**, the organizing committee must contact the **AOQA Secretariat** to initiate the application process.
2. The organizer will receive a **self-assessment form**. While the content may vary slightly depending on national contexts, the core values of sustainable sports development remain consistent.
3. The organizer completes the self-assessment based on actual event planning and collects **supporting evidence in digital format**. These materials must be submitted to **both the national representative and the AOQA Secretariat within two weeks after the event**.
4. Each national representative forms an **independent review committee (minimum three members)** to objectively evaluate the submission and score the self-assessment form. The results are then reported to the Secretariat.
5. The **AOQA Secretariat issues the Sustainability Label** based on the review results. The label is **valid for two years**.