



INTERNATIONAL SURFING ASSOCIATION

Sustainability Agenda 2030

A BETTER WORLD THROUGH SURFING

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LET'S RIDE THE WAVES →

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WELCOME TO THE ISA

Founded in 1964 and recognized by the International Olympic Committee (IOC) as the world governing body for surfing, the International Surfing Association (ISA) oversees and promotes the development of surfing around the world. The ISA is deeply connected to the ocean, which is both the arena and lifeblood of our sport.

OUR VISION

A better world through surfing;
Spreading the lifelong culture and values of surfing through competition, well-being and a connection to the environment.

OUR MISSION

To promote, develop and lead surfing in all its forms worldwide while connecting the global surfing community and driving universal participation, accessibility & sustainability.

SUSTAINABILITY COMMITMENT

The ISA's sustainability commitment is to align ISA's operations, events, and influence with the UN SDGs and the IOC's Sustainability Strategy by promoting climate-positive action, ethical governance, inclusive participation, and responsible resource use across the global surfing community



WHY IS SUSTAINABILITY ESSENTIAL TO THE ISA?

As the world governing body for surfing, the ISA has a unique opportunity—and responsibility—to lead by example in protecting the marine environment. Sustainability demonstrates leadership, reinforces the ISA's credibility on the global stage (including within the IOC), and influences how national federations operate and educate.

The ocean is not just the stage for surfing—it is the essence of it. Rising sea levels, plastic pollution, coral bleaching, and coastal erosion directly impact surf breaks, water quality, and the communities that host ISA events. Without a thriving marine ecosystem, the sport cannot exist in its natural form.

UN Sustainable Goals - ISA

The ISA embraces the 17 SDGs as a roadmap to protect marine environments, reduce its carbon footprint, and promote sustainable event practices.

Socially, the ISA uses the SDGs to champion inclusivity, gender equality, youth empowerment, and fair governance.



Following the SDGs strengthens the ISA's leadership role in sport and reinforces its commitment to a just and sustainable future for surfing **worldwide**.



IOC'S SUSTAINABILITY STRATEGY

The International Surfing Association (ISA) is aligned with the five focus areas of the IOC's Sustainability Strategy through targeted actions and commitments embedded in its operations, events, and long-term goals.



INFRASTRUCTURE AND
NATURAL SITES



SOURCING AND
RESOURCE MANAGEMENT



MOBILITY



WORKFORCE



CLIMATE

UNFCCC'S SPORTS FOR CLIMATE ACTION

The ISA made the crucial step in joining the UNFCCC's Sports For Climate Action Framework, aligning with the IOC and other International Federations in the movement to mitigate climate change. We have committed to carbon emission reduction targets outlined by the framework.

IUCN SPORTS FOR NATURE

The ISA is a signatory to the IUCN Sports for Nature Framework, which enables sports to champion nature and contribute to its protection and restoration. S4N is a joint initiative between the International Union for Conservation of Nature (IUCN), International Olympic Committee (IOC), United Nations Environment Programme (UNEP), the Secretariat of the Convention on Biological Diversity (CBD) and Dona Bertarelli Philanthropy.



ISA SUSTAINABILITY STRATEGY & DELIVERY

Climate Action & Emissions Reduction (SDGs 13, 12, 11)

Goal: Reduce ISA's carbon emissions by 50% by 2030 and achieve net zero by 2040.

Actions:

- Measure and report GHG emissions annually using 2022 baseline
- Offset international athlete and staff travel via vetted carbon credit programs
- Launch optional Carbon Offset during Athlete Registration (2025)
- Partner with verified offset projects (e.g., mangrove or reforestation projects)
- Minimize logistics emissions through route planning and digitalization
- Promote ocean-safe products and sun protection in ISA partnerships





Sustainable Events & Procurement (SDGs 12, 15, 9)

Goal: Certify all ISA World Championship events with STOKe or equivalent by 2030.

Actions:

- Develop and adopt an Internal Sustainable Procurement Policy (2024–25)
- Require ISA staff to reuse uniforms and prioritize ethical sourcing
- Establish venue and vendor standards for sustainability compliance
- Integrate sustainable checklists into all event bidding documentation
- Ensure all compostable food packaging by 2026
- Encourage local suppliers and circular economy practices



NATURE-BASED SOLUTIONS & LOCAL RESTORATION (SDGS 14, 15, 17)



Goal: Leave a positive environmental legacy in each host community.

Actions:

- Partner with local environmental NGOs (e.g., FUNZEL, Surfrider) for on-site restoration during each ISA event
- Fund or co-lead coastal habitat restoration projects at every World Championship
- Feature educational and awareness booths at event sites
- Publish case studies post-event to showcase impact.



Education & Capacity Building (SDGs 5, 13, 10, 4)



Goal: Empower the global surf community via climate and sustainability education.



Actions:

- Deliver quarterly webinars on sustainability, ocean literacy, and inclusion
- Launch Sustainability Ambassadors Program (2026) for youth leaders
- Collaborate with IOC, UN, and ocean science institutions for curriculum development
- Create content for social media to continually promote sustainable values
- Empower our National Federations to follow suit via ongoing support for their sustainability strategies





Transparency & Governance (SDGs 5, 10, 16)



Goal: Promote ethical, inclusive, and transparent decision-making across ISA.

Actions:

- Encourage gender parity in ISA committees and educational programs
- Enforce Code of Conduct and Ethics with regular compliance monitoring
- Expand accessibility in competitions for adaptive surfers and underrepresented regions
- Publish annual governance and financial audit by 2025



MONITORING, REPORTING & INNOVATION (SDGS 8, 9, 17)



Goal: Build credibility through transparency and continuous improvement.

Actions:

- Publish ISA Sustainability Report biennially (first in 2026)
- Submit data to IOC/ASOIF/UN reports and participate in ASOIF Governance Report
- Launch ISA Sustainability Innovation Challenge to promote circular design ideas in surfboards, apparel, and event equipment
- Publish annual carbon footprint for accountability and transparency

TIMELINE

BY 2026

- Launch Youth Sustainability Ambassadors Program
- Reach first STOKE Certification of an ISA event
- Staff and event uniforms shift to reuse models

BY 2028

- Athlete offset participation reaches 50%
- Mid-cycle evaluation of STOKE certification progress

BY 2030

- All ISA World Championships are STOKE-certified
- Achievement review and new strategic plan for post-2030 vision

Measurable Targets by 2030

Category	Target
Emissions	50% reduction in operational emissions by 2030; net zero by 2040
STOKE Certification	100% of World Championship events certified by 2030
Carbon Offsets	50% of registered athletes using offset options by 2028
Plastic-Free Events	100% elimination of single-use plastics at all events by 2027
Gender Equity	50:50 gender split in ISA governance and staff by 2028
Nature Activations	Restoration activity at every major event from 2025 onward
Education	100% of NGBs participating in annual sustainability webinars
Partnerships	Collaboration with partners who align with ISA's sustainability mission

THANK YOU!

Surfing is not just a sport. It's a way of life intrinsically tied to the well-being of our planet. With this Sustainability Agenda 2030, the ISA takes responsibility as a leader in protecting oceans, empowering communities, and ensuring surfing remains a force for good across generations.

LET'S SURF THE WAVE OF CHANGE

