

Statement from the Founder / CVO of the World Sports Alliance (WSA)

I am proud to share our strategic Vision and Mission for the years 2025-2040, encapsulated under the theme "Sports 4 New Climate Economy."

Our vision aims to harness the transformative power of sports to foster sustainable practices, drive economic growth, and combat climate change. We believe that sports not only unite people across cultures but also have the potential to inspire lasting change—especially among our youth. Through our efforts, we aspire to cultivate a generation of informed, environmentally conscious individuals who will lead the charge in promoting sustainable initiatives in their communities.

Under our mission, we are committed to integrating sports development with the principles of a New Climate Economy. This alignment focuses on creating innovative and sustainable programs that raise awareness of global challenges, particularly those related to climate change and social equality

This approach will strengthen the empowerment of local communities and create economic opportunities through the generation of high-integrity nature-based carbon credits. In doing so, we will contribute to improving the quality of life for many people while protecting and conserving our forests for the benefit of the environment and the planet.

As we embark on this journey, our resolve remains firm: to link the world of sports with immediate and effective climate action and sustainable development. By engaging youth as leaders and changemakers, promoting economic opportunities, and championing environmental stewardship, we can collectively shape a brighter and more sustainable future for all.

Thank you for your support as we work toward realizing this ambitious vision together.

Sincerely,

Founder / Chief Visionary Office
World Sports Alliance (WSA)



H.E. Amb. Alain Lemieux

Pilot Project 2025: Sports for a New Climate Economy

STRATEGIC GOALS:

The WSA-IGO is committed to achieving the following objectives through the implementation and testing of a groundbreaking approach with Pilot Project 2025, in collaboration with civil society, local communities, and relevant authorities in one of our Member States:

Cultivate Partnerships: Forge partnerships across various sectors to optimize resources and expertise, driving collective efforts toward sustainability and economic growth.

Develop Sustainable Frameworks: Create robust frameworks that effectively empower Member States to implement green initiatives within the sports sector.

Organize Eco-Friendly Sporting Events: Host environmentally responsible sporting events designed to minimize carbon footprints and promote best practices for environmental stewardship.

Engage Youth in Leadership: Inspire and empower youth to take on leadership roles, enabling them to advocate for sustainability within their communities through the medium of sports.