

Making sustainability practical for sport

Where I add value

Sustainability should improve decisions and delivery.

THE CHALLENGE Strategies can remain disconnected from decisions, teams and day-to-day operations. Reports can become exercises in compliance. Training can raise awareness without changing practice.

MY ROLE I connect strategy, implementation, evidence and learning - bringing structure to complex work and helping teams turn broad commitments into practical systems, decisions and outputs.

Sometimes that means a defined strategy, report, course or tool. Sometimes it means staying alongside a team over several years, helping people solve problems, coordinate work and keep implementation moving.



**Making sustainability
practical for sport**

Strategy, implementation, reporting and
education

About Responsible Sport

PROFILE I am Daniel Cade, a consultant and educator with more than 20 years' international experience in sport, sustainability and social responsibility.

ROLE Through Responsible Sport, I work with international federations, national associations, clubs, event organisers, NGOs and sports businesses to turn broad ambitions into practical ways of working.

HOW I WORK I often work as an extension of a client's team. I can lead a defined project, support several connected workstreams or stay involved over time.

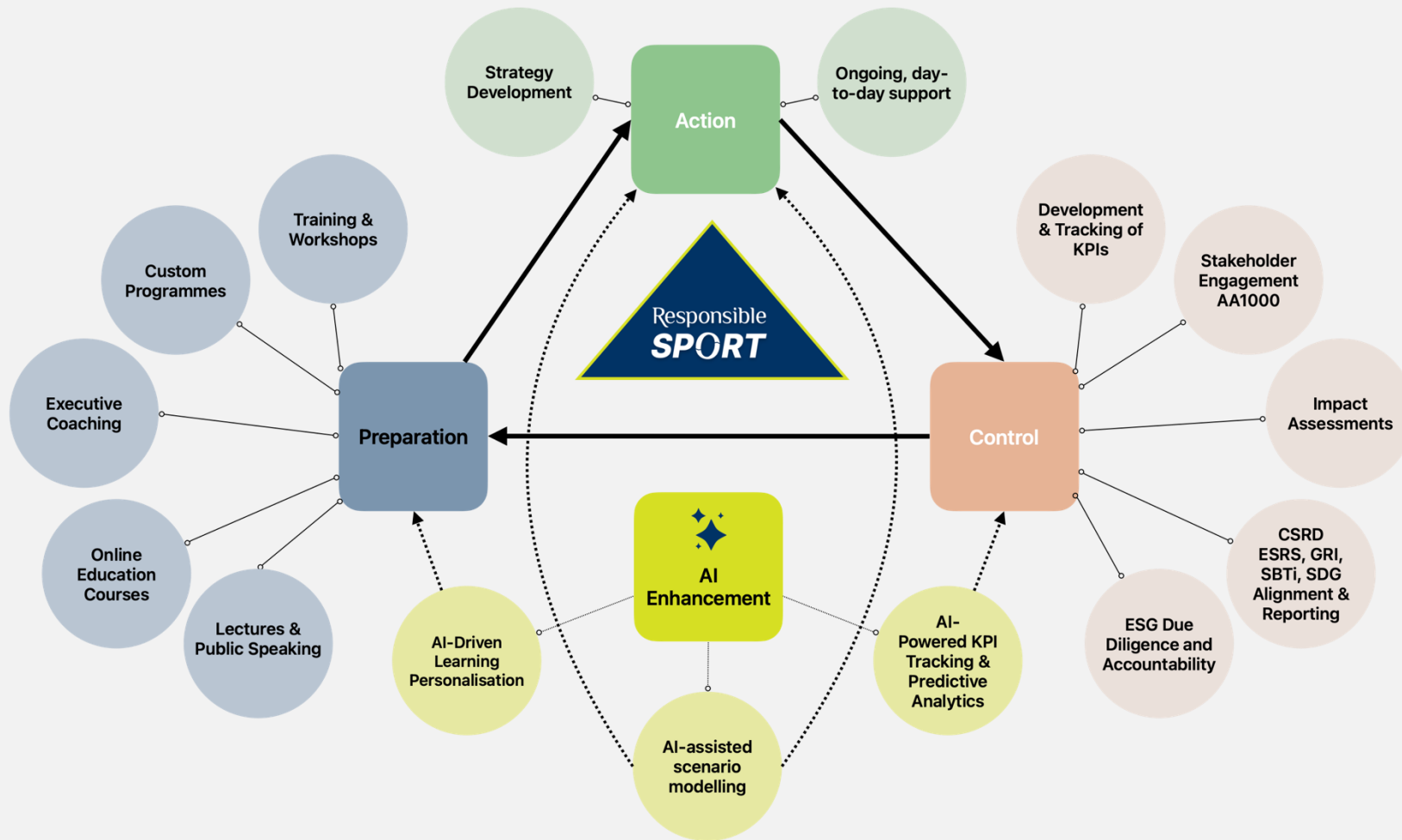
My role is to bring structure, ask useful questions, undertake the detailed work and help people keep moving.



Key skills

01 STRATEGY	02 DELIVERY	03 EVIDENCE
• Strategy and roadmaps • Prioritisation and materiality • Governance and implementation planning • Facilitation and decision support • Long-term advisory	• Courses and workshops • Tools, templates and guidance • Reports and case studies • Stakeholder engagement • Project coordination and review	• KPIs and outcome frameworks • Data collection and progress tracking • Impact and carbon measurement • Proportionate reporting • Relevant standards

A tailored approach



The **PACE Framework™** structures my sustainability services into 4 key pillars, ensuring organisations move from learning to action, measurement, and enhancement:

- **Preparation** – Building foundational knowledge through education & training.
- **Action** – Implementing strategic initiatives for real-world impact.
- **Control** – Measuring, assessing, & ensuring accountability for progress.
- **Enhancement** – Leveraging AI-driven insights to optimise performance & decision-making.

This approach ensures a **practical, data-driven, and future-focused** sustainability strategy tailored for sport organisations.

Selected work across sport

01 World Taekwondo: strategy, implementation tracking and a role-based learning platform (2021-present)

02 IBU: four annual reports, a Climate Transition Action Plan and Roadmap to 2030 refresh (2021-present)

03 FAI: sustainability strategy, club education and Board and senior leadership learning (2021-present)

04 Infront: ESG Board workshop and three-year roadmap, approved by the Board (2025-present)

05 UEFA: sustainability reporting and a strategy-development programme reaching all 55 member associations (2012-2021)

06 SD Europe: needs analysis, monitoring and final evaluation for two Erasmus+ programmes (2020-2023)

07 IPC: strategic mentoring for two National Paralympic Committees through its capacity programme (2019-2022)

08 ITTF Foundation: practical sustainability guidance for table tennis clubs and event organisers (2022-2023)

What clients say

“Daniel has played a significant role in developing a bespoke programme for World Taekwondo and helped build the solid foundations that we need to meet our sustainability ambitions.”

Jerry Ling

Senior Director, Planning, Finance & Administration

World Taekwondo

“We wanted to map our targets against existing sustainability standards. We are very satisfied with the comprehensive solution that Daniel provided.”

Riikka Rakic

Head of Strategy, Sustainability & Governance
International Biathlon Union

Services

01 STRATEGY	02 MEASUREMENT & REPORTING	03 EDUCATION & TOOLS
From a defined strategy or roadmap to longer-term advisory support, I help organisations identify priorities, make decisions and establish practical ways to follow through. Work can include materiality and consultation, governance, implementation plans, event requirements and progress tracking - with clear responsibilities and sustained delivery.	I develop proportionate KPIs, evidence systems and reports that help organisations understand progress, make informed decisions and communicate credibly. This can include outcome frameworks, data collection, impact or carbon measurement, annual reporting, evidence indexes and reporting architecture aligned with relevant standards.	I create learning and practical resources that help people understand what sustainability means for their role and apply it. Outputs may include executive workshops, self-paced or blended courses, toolkits, templates, guidance, case studies and coaching for federations, clubs, event organisers and staff.

Case studies

 FOOTBALL ASSOCIATION OF IRELAND PRACTICAL EDUCATION	 INTERNATIONAL BIATHLON UNION EVIDENCE & REPORTING	 WORLD TAEKWONDO IMPLEMENTATION
I designed and delivered two hybrid sustainability courses for League of Ireland club representatives, followed by an online version and Board-level learning. The first programme trained eight clubs and led to a second commission. Six participants completed assessed club plans and gained certification.	An initial indicator-mapping assignment developed into a multi-year partnership across reporting and implementation. I have supported four annual sustainability reports, the Climate Transition Action Plan, the Roadmap to 2030 refresh and a proportionate impact-reporting process.	I supported World Taekwondo's sustainability strategy and stayed involved through implementation. The work now spans governance and progress tracking, climate action, reporting, event tools, case studies, awards and a role-based learning platform, which attracted more than 200 users within five days of launch.

Ways I can help

01 Develop or refresh a sustainability, social responsibility or impact strategy and roadmap

02 Turn priorities into an implementation plan, governance model and progress-tracking system

03 Design a proportionate KPI, outcome and data-collection framework

04 Produce an impact report, progress update, climate plan or evidence index

05 Create an executive workshop, self-paced course or blended learning programme

06 Build practical tools, templates, checklists, guidance or event requirements

07 Research and evaluate programmes through surveys, interviews and outcome analysis

08 Provide ongoing advisory, coordination and review as an extension of your team

Working with me

Based in Zurich and working internationally, I work as an independent consultant and often as an extension of the client's team.

Depending on the brief, I can lead a defined project, support several connected workstreams or bring in trusted specialists with complementary expertise.

Daniel Cade
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[Watch the video here](#)



Let's discuss