

IIHF
MANUAL
FOR
SUSTAINABLE
EVENTS

GREEN
INITIATIVE



**GREEN
INITIATIVE**

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IIHF MANUAL FOR SUSTAINABLE EVENTS



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Dear hockey family,

The environment and our stewardship of it is part of the legacy that we will leave to our children and grandchildren, and it is important that we take responsibility wherever we can.

While our product – ice hockey games – may have less of an impact on the environment than products from industrial or scientific sectors, we nevertheless have an obligation to find ways to make our sport more environmentally friendly. Ice hockey relies on certain technological and infrastructural support systems and natural resources in order to operate; more so than in many other sports. This is why we should find ways in which activities such as tournament operations can be implemented more sustainably.

It is the responsibility of the IIHF Social and Environment Committee to review and recommend methods to lessen our negative social and environmental footprint, without, of course, negatively impacting the sport itself, whilst and also preserving the standards for safety and competition that our events require.

With this in mind, the Committee has put together a manual that suggests ways in which tournament organisers and teams can have a sustainable impact on the society and the environment. These are only recommendations, however I hope that in the interest of helping to preserve the environment in which we all have a share, you will be able to implement some of these suggestions within your team or organisation.



René Fasel
IIHF President



Dear IIHF member,

As Chair of the IIHF Social and Environment Committee I am happy to share with you this Sustainable Event Manual.

This manual has been developed by the Social and Environment Committee in cooperation with BSD Consulting, a global sustainability consultancy that provides thought leadership and customised solutions for the management of sustainability issues to international business and governmental organisations. The sport of ice hockey is built on cooperation, and I am proud that we were able to develop this manual with strong resources and enhance the sport by building on the experiences of experts and sharing examples of good practice from other sports federations.

It takes a lot of hard work to organise an ice hockey tournament – you need a proper infrastructure in place and a solid team of people working together to take care of the teams and the fans. The many requirements of the participating teams and the logistics necessary to run a game as well as the energy demands of keeping the ice at the venue at a proper temperature are just some of the demands that a tournament organiser has to take into account.

With this in mind, the Social and Environment Committee has created this manual following an in-depth analysis of tournament organisation. We reviewed the numerous steps in the process and found ways where sustainability and environmental awareness can be preserved and/or improved.

This manual also shares examples of some of the sustainability and community success stories that have been achieved in past events. We understand that each country has its own identity and way of doing things, but we hope that you can review some of these stories and build your own sustainability and environmental awareness initiatives.



Beate Grupp
IIHF Council Member/
Chair of the IIHF Social and
Environment Committee



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Organising a sustainable event

This manual helps identify simple steps that make an ice hockey event more sustainable by presenting checklists, examples and links for the areas of transportation, waste and littering, energy, procurement, and access and social inclusion.

These five areas have been selected because they are highly relevant for the sustainability of an ice hockey event and offer many easy steps to make the event more sustainable.

To introduce the topic of sustainable ice hockey events we briefly explain the nexus between sustainable events/ice hockey by answering four central questions:

What is sustainability?

Why should sports associations engage in sustainability?

Why make events more sustainable?

How can you make an ice hockey event more sustainable?

This introduction will also provide you with an idea of what it costs to make your event more sustainable.

What is sustainability?

The classic definition of sustainable development is from the Brundtland Report (1987) of the World Commission on Environment and Development:

“Sustainable development satisfies the needs of the present generation without compromising the chance for future generations to satisfy theirs”.

Based on this definition of sustainable development the term sustainability has three dimensions – social, environmental, economic (see the infographic ‘The three dimensions of sustainability’ on page 7). Every action people take will have an influence on these three dimensions. Therefore, sustainable events need to recognise all three aspects.

Why should sports associations engage in sustainability?

Based on this three-dimensional understanding of sustainable development, the Olympic Movement has elaborated how sports organisations can contribute to sustainable development¹. The Movement’s stated aim is to: **“encourage members of the Movement to play an active part in the sustainable development of our planet. It sets out the basic concepts and general actions needed to ensure that this objective is met. It has been inspired by the UNCED Agenda 21, adapted to the characteristics of the Olympic and sports Movement”.**

The International Olympic Committee (IOC) sees the starting point for engaging in sustainability as follows: **“National approaches and policies on sports and environment should recognise that athletes need a healthy environment in which to train and perform at their optimum, specifically requiring:**

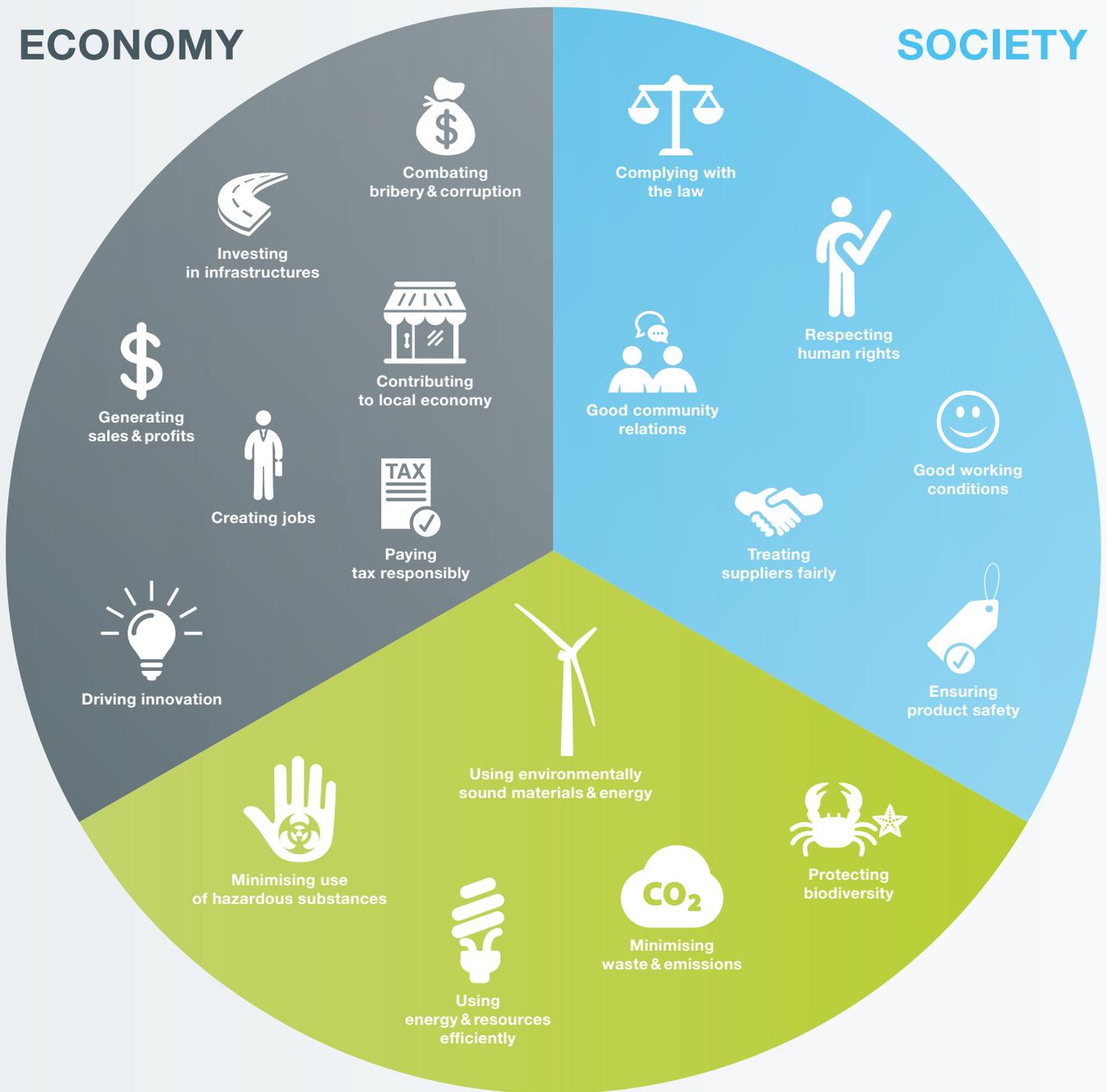
- Basic air quality standards to ensure that the air we and our athletes breathe does not impair our health
- Basic water quality standards to ensure that the water we drink and the rivers and lakes we use for swimming, fishing and rowing does not impair our health
- Basic food and nutrition standards to ensure everyone has access to adequate and healthy food
- Adequate green space and facilities for sports and recreation, especially in densely populated and fast growing urban slums throughout the world”

Why make events more sustainable?

Because the organisation of every event impacts the economy, environment and society, the efforts of event organisers can contribute to a more sustainable development of our planet. Service providers and the host/local region can benefit from sustainable events in a number of ways²:

ECONOMY

SOCIETY



Graph from OECD Sustainable Manufacturing Toolkit

THE THREE DIMENSIONS OF SUSTAINABILITY

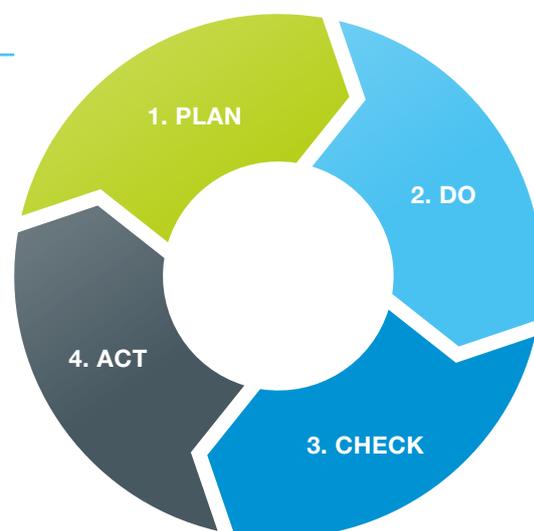
- Cost savings – through energy efficiency, waste reduction and the consumption of local products.
 - Positive reputation – demonstrating your organisation’s commitment to sustainability principles improves your image and international competitiveness.
 - Environmental innovation – promoting innovative technologies/techniques can help you use resources more efficiently.
 - Awareness-raising – among participants, staff, service providers and the local community encourages people to make responsible decisions.
 - Social benefits – providing jobs, giving regional suppliers exposure, promoting better working conditions, and potentially acting as a catalyst to encourage environmental best practices across the region.
 - Influencing decision-making – inspiring change by engaging stakeholders, sharing standards and introducing new ways of behaviour.
- Spreading best practices within the organisation – many of the measures and management practices can also be applied to the day-to-day operations of your organisation.

How can you make an ice hockey event more sustainable?

Like every event, ice hockey events have an impact on the economy, environment and society. Ice hockey events can create positive impacts on the people, infrastructure and local economy in the host region. But they can also create negative impacts on the sustainable development of our planet. For example, spectators travelling by car or airplane contribute to climate change by creating a carbon footprint. However, by helping them travel more sustainably or compensating their ecological footprint connected to the event you help promote a more sustainable development.

FOUR STEPS TOWARDS A MORE SUSTAINABLE EVENT

To make an event more sustainable, you can start by reviewing the checklists and identifying which actions you want to apply for your event. However, with enough time and a well-established infrastructure you can take the planning to a more strategic level and consider how to make a more lasting impact with your event. The sustainability of events can generally be improved in four steps:



1. Understand the needs and expectations of your stakeholders. Knowing this of, for instance, city administrators, local transportation organisations, sponsors, and environmental groups, is vital. This understanding helps develop a sustainability policy and generate a list of relevant issues to be addressed. It also helps to build partnerships and alliances which are essential in moving many issues forward.

2. Set targets and define indicators. For example, the Vancouver Olympics in 2010 targeted a zero carbon footprint event and by clearly identifying this goal managed to achieve it. Measuring your progress enables you to show politicians, investors and other groups that you made an impact. If you organise the same event regularly, you can document the progress made over a longer period of time.

3. Check progress. You should regularly check your progress to see if you are on track to achieve your goals.

4. Review what you did and talk about your experiences. Share publicly the positive impact you have had with your event and also how you managed to reduce the potentially negative effects of your event. This makes your efforts more credible and contributes to the positive image of your event.

This manual has been developed to show how easily an ice hockey event can be made more sustainable. We have identified five main areas that are highly relevant for the sustainability of ice hockey events. These are:

- **Transportation**
- **Waste**
- **Energy**
- **Procurement**
- **Access and social inclusion**

To help you make your event more sustainable, each chapter of this manual provides a brief introduction to

one of these issues. Additionally, the manual provides a checklist of steps and ideas you can actively implement to reduce the negative impact of your event and strengthen the positive impact. Some of the actions are very easy to implement while others are more complex (see box below: What does it cost to make an event more sustainable?). We also provide examples of some of the wonderful ideas and projects the IIHF and other sport organisations have implemented in recent years. In addition, you can find many links for more information and tools to help you with your efforts, e. g. tools to calculate the carbon footprint of your event.

WHAT DOES IT COST TO MAKE AN EVENT MORE SUSTAINABLE?

You might be concerned that implementing steps to create a more sustainable event is costly. Just how much cost will be incurred depends a great deal on what existing infrastructure you can build on and what you would like to achieve. Some steps do not involve large additional costs; others come at a higher price. Yet some of the actions proposed actually save money. For instance, installing LEDs in your arena or switching the lights in your arena from 'game lights' to 'general lights' in the intermissions produces savings. It is important to consider what is possible for your particular event, to think about strategies for handling costs and to remember that even a small step makes a difference.

Three possible strategies for handling costs are given below:

- Compensating air travel to your event clearly costs money³; you can increase ticket prices and explain why this was done. Or you could build in voluntary compensation for air travel when selling the tickets.
- Helping spectators to switch from individual to public transport by

offering each spectator a free ticket for the local transport system will surely add costs. But often the local transportation agency is happy to act as a sponsor.

- You might find sponsorship help from your National Olympic Committee. For instance, Swiss Olympic, Switzerland's national Olympic association, invites event organisers to enter their plans in a national competition for sponsorship⁴. Many National Olympic Committees offer similar sponsorships in the area of sustainability.

Finally, you should consider the more intangible benefits that can be created through your sustainability initiatives. For example, by creating new bicycle paths for spectators attending your event, you are also improving the overall quality of life in your city. Efforts to support underprivileged inner-city kids engage in sports helps steer them in a more positive social direction. These types of actions will reduce costs in the long run for your local community and help you create your own legacy.

¹ IOC Sustainability Through Sports. Implementing the Olympic Movement's Agenda 21, p20f: http://www.olympic.org/documents/commissions_pdf-files/sportandenvironment/sustainability_through_sport.pdf

² Taken from ICLEI: www.iclei-europe.org/topics/sustainable-events/ (last visited 17.7.2015)

³ Costs of compensating the carbon footprint of the round trip (economy class) New York – London is around 50 Euros and Frankfurt – London around 10 Euros. The greenhouse gases produced by a round-trip New York – London equal the climate compatible annual emissions budget for one person (all figures from www.atmosfair.de).

⁴ www.swissolympic.ch/Ethik/ecosport/Finanzielle-Unterstützung

Promote environmentally friendly transportation

Transportation is one of the main sources of global warming, smog, and harmful particles that cause environmental and health problems. Only one-third of all leisure transport is provided through environmentally friendly means.

Air travel for athletes, officials, sponsors, the media and spectators usually causes more than half of all emissions created by a sports event.

Fortunately this sector has great potential for saving energy, reducing air pollution and making a city more attractive. You can greatly reduce the climate footprint of an event by simply motivating fans and staff to use more environmentally friendly means of transportation such as public transport, cycling or walking, or by compensating the greenhouse gas emissions of flight travel. An event with well-organised public or green transportation makes the event more attractive by reducing traffic congestion. And you can make a lasting impact: Improving the connection of an ice hockey arena with public transportation has positive long-term impacts to the local community.

ENVIRONMENT
FRIENDLY
TRANSPORT

TALLY RTATION

GRAMS OF CO₂ PER PASSANGER KILOMETRE



285



158



95



72



14

Source: EEA report TERM 2014
www.eea.europa.eu/themes/transport

CO₂ EMISSIONS FROM PASSENGER TRANSPORT

PROMOTE SUPPORT OFFER

CHECKLIST

Promote the use of public transportation

- Provide fans online, at the venue and at hotels with clear information regarding public transportation options (maps, timetables, how to get the correct ticket, etc.). Show them how much pollution they can save by coming to the event by public transport (read on page 14 what IIHF did with the 'Green Mobility Programme' 2010 in Cologne/Mannheim and on page 15 about the Prudential Center; see the infographic 'CO₂ Emissions from Passenger Transport' on page 12).
- Cooperate with local transportation agencies and the community. Negotiate a free or reduced public transportation day pass with the event ticket and/or offer a discount for people who come by public transportation (read on pages 14–15 what IIHF did during the World Championships 2010 and 2015 or what FIFA did during the World Cup 2006 in Germany).
- Select the hotels for participants, fans and staff carefully: Hotels should be located as close to the venues as possible and/or have a direct public transportation link to the venue.

Support participants and staff to travel on foot or by bicycle

- Make walking and biking to the event attractive; for instance, by creating maps of safe routes between the venues, the hotels and the town centre or by offering secure bike-parking at the venues and hotels (read on page 14 what IOC did during the London Olympics 2012 to promote cycling).
- Offer bikes and scooters for rent at the hotels and/or venues. Cooperate with local bike rental organisations or with the local community to build up a bike rental system as a legacy.

Offer green transportation alternatives

- Organise a shuttle service or a car-sharing scheme for travel between the hotels, venues and/or points of arrival/departure (railway station, airport). Ask hotels to organise joint pickups for fans.
- Promote the use of 'green' taxi/bus operators that have fleets with hybrid/electric/alternative engines and whose drivers are certified to drive energy efficiently, if available. Encourage the use of cycle cabs in cities where such a service is available.
- Check with the IIHF marketing department about the possibility of using official event fleet cars to promote green cars (hybrid, natural gas, electric, etc.) and energy efficient driving styles.

EXAMPLES

2006 FIFA World Cup in Germany: Boosting public transportation through cooperation with the railway

The Deutsche Bahn (DB) was one of six main sponsors on the level of national partners for the 2006 FIFA World Cup in Germany. DB operated 10,000 more trains than usual in regional and city-rail services during the championship. In the state of North Rhine-Westphalia, the state government and DB agreed to add 400,000 train-kilometres in order to operate more trains on heavily frequented lines.

This was only possible because many host cities coordinated the timing of the regularly-scheduled replacement of buses and rail-stock around the World Cup, with all vehicles remaining in service until the end of the tournament. This avoided the uneconomical purchasing of additional vehicles, which would have been a heavy long-term financial burden on local public transport companies.

Source: FIFA 2006: Green Goal Legacy Report

2010 IIHF Ice Hockey World Championship in Cologne and Mannheim, Germany: Green Mobility Programme

At the 2010 IIHF Ice Hockey World Championship, IIHF created the internet platform Green Mobility, which allowed climate-friendly travel to the arenas (train, car pools etc.). With this platform, fans could share resources with others. By placing an advertisement stating either that the individual would like to offer someone a ride or an individual was looking for a ride, interested parties could coordinate.

Link: <http://eishockeywm.raumobil.de/>

2012 IOC Olympics in London: Active Travel Programme

Hosting the Games was a fantastic opportunity for London to encourage spectators to consider walking or cycling, particularly because public transport in and around the area was significantly busier than usual. The following incentives were provided:

- Secure cycle parking at every venue.
- Free cycle maintenance service at selected venues over the entire period of the Games for spectators.
- Guided walks and cycle rides to many venues. The cycle rides were led by trained staff and primarily aimed at inexperienced cyclists and families.
- 11 million British pounds were invested to improve cycling tracks and walking paths.

Source: LOCOG 2012: London 2012 Post-Games Sustainability Report: A legacy of change

SMART
TRANSPORT

2015 IIHF Ice Hockey World Championship in Prague and Ostrava, Czech Republic: Free public transportation to the arenas

The local organising committee at the 2015 Ice Hockey World Championship in Prague made a special arrangement with the local rail transportation provider (the railway company was also a sponsor of the event). To encourage the use of public transportation to the arena fans had free use of local trains with either a ticket to the event or an IIHF accreditation. Employees and volunteers were provided with free passes for public transportation. Additionally, train connections between the two arenas were established to further encourage the use of trains. During the championship all teams, apart from the Czech team, stayed in one hotel close to the arena. The walking distance to the arena was only 10 minutes and after the training many players walked back to the hotel.

Source: IIHF Social and Environmental Committee

Prudential Center, New Jersey, USA: Making public transportation more attractive

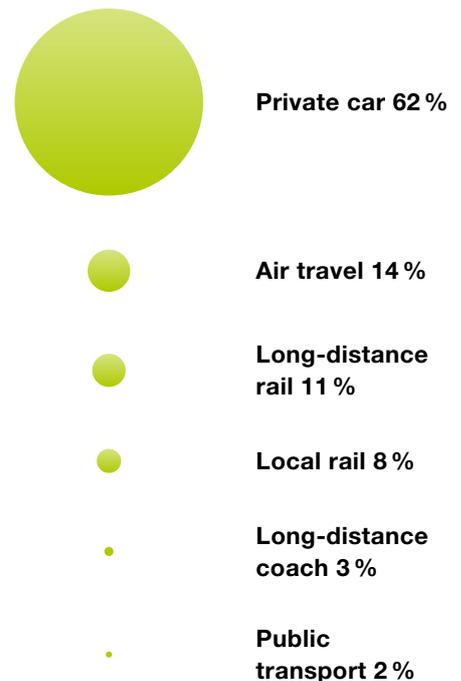
Prior to the 2007 opening of the Prudential Center in Newark, New Jersey the NHL New Jersey Devils designed a transportation plan to increase mass-transit ridership to its games. By encouraging season-long rail passes and offering up-to-the-minute in-arena train schedules, plus improving the pedestrian experience between the arena and transit stations, the club found that mass transit ridership to the Prudential Center nearly doubled pre-opening estimates.

Source: 2014 NHL Sustainability Report

GREENHOUSE GAS EMISSIONS

Greenhouse gas emissions attributable to transportation within Germany by method of travel.

Source: FIFA 2011



FURTHER INFORMATION

You can find information on various transportation options on the Commuter Page website:

www.commuterpage.com/pages/transportation-options

Information on green transportation:

www.greenrideglobal.com or www.epa.gov/greenvehicle/

**Prevent,
reduce
and recycle
waste**



PAC

For the local population, waste is perceived as one of the strongest negative impacts of hosting a sport event. Waste leads to follow-up costs and impairs the image and acceptance of the event.

The main source of waste at an event is the non-reusable packaging from food and drinks.

By finding ways to reduce waste your event can become more profitable because of cost savings for cleaning and disposal. The additional beverage consumption resulting from the return of reusable cups greatly increases drink sales. By preventing waste at the source, and by reusing, recycling and recovering waste, the total amount of disposal waste is greatly reduced. The use of reusable cups and dishes has a proven lower environmental impact and a high level of acceptance, especially with younger audiences. For a broader management approach, see the example of the 'Zero Waste Olympics' in London 2012 on page 20.



FOOD PACKAGING DRINKS

CHECKLIST

Plan how to deal with waste at the event

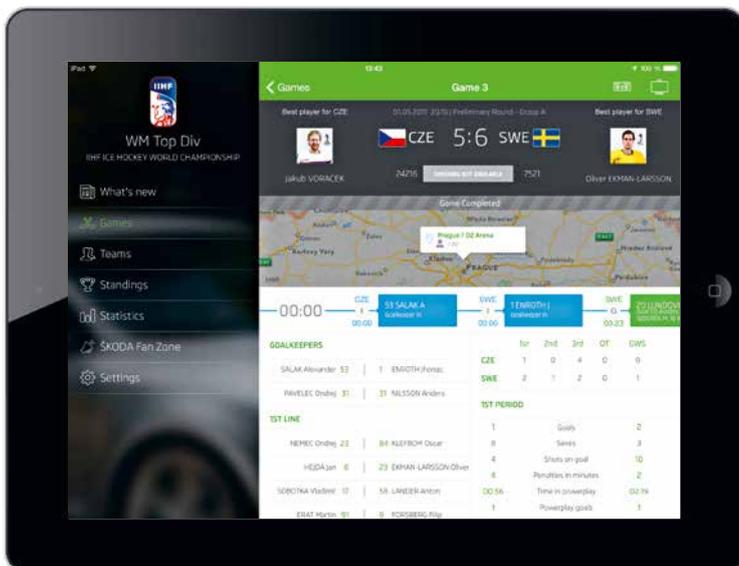
- Keep the site and venue litter-free through efficient use and placement of rubbish and recycling bins across the venue, including spectators' area, backstage, parking and camping. Rule of thumb: Deploy a waste bin every 25 meters. Ensure that the waste bins are emptied regularly and that cleaning staff is present.
- Engage your stand operators. Bind them contractually to avoid and separate waste. Provide them with an estimation of spectator numbers and similar data to avoid food waste or overproduction of merchandising.
- Try to avoid buying new materials. Rent, reuse, store or share as many of the materials and products needed for your event as possible. After the event you can donate unused materials to local sports clubs or social institutions.
- Choose an indicator to measure your success in reducing waste (e.g. total weight of waste by type and disposal method) and measure it for future benchmarks.

Food and beverages

- Request caterers to use reusable cups and dishes with a deposit (see on page 21 how FIFA introduced reusable cups at the 2006 World Cup).
- Avoid using disposable products, including compostable disposable cups and dishes, aluminium cans, disposable glass bottles, tetra packs, decoration, etc. Reusable cups and dishes are always more beneficial to the environment than non-reusable dishes (see on page 20 the comparison of environmental impact of reusable and non-reusable cups).
- Encourage caterers to include on-demand/live cooking counters.
- Donate leftover food to non-profit organisations (food banks etc.).

Marketing and communication material

- Minimize the distribution of promotional items and marketing gadgets. Agree with your sponsors that they do not distribute free samples and flyers on a large-scale basis.
- Aim to recycle all paper used. Provide bins marked 'paper recycling' across the different areas of the event. Only provide handouts upon request. Giveaways and merchandising products should be distributed without wrapping, boxes, etc.
- Do not provide printed game programmes. Instead, integrate the programmes on your website, design an App and provide WLAN at the arena (see on page 20 how IIHF created an App for the 2015 U18 Ice Hockey World Championship). Please note that any IIHF official App needs to be approved by the IIHF. The IIHF will be happy to help you with the technical implementation and legal requirements.
- Avoid the use of paper as much as possible, e.g. by installing a fully electronic registration system and by not printing emails.
- In the Media Centre, VIP area and team area: minimize printing out pre- and postgame reports and intermission reports at the media tribune and press centre. Provide online versions and a central printing station.



App for the 2015 IIHF Ice Hockey World Championship

Communicate about waste

- Communicate recycling initiatives to spectators and the use of reusable cups and dishes (via volunteers, posters, Apps, website etc.) and inform spectators about the positive impacts of reducing waste (read on page 21 how the 2014 FIFA World Cup mascot helped raise awareness on recycling).
- Find interactive ways to engage participants, such as quizzes and prizes, and mini eco-education centres to explain the why and how of recycling. Invite local artists to showcase art installations or prepare a sustainability-themed performance.



REDUCE, RECYCLE, REUSE

EXAMPLES

2006 FIFA World Cup in Germany: Football premiere for the returnable cup

The 2006 World Cup in Germany played a pioneering role in using returnable cups. The use of returnable cups/beakers was the most important measure in the area of waste within the framework of the FIFA sustainable World Cup project. The returnable cup was a symbol for waste avoidance and for a successful overall waste and environment management concept. The returnable cup was made of polypropylene, and was printed with the official FIFA partners. A deposit of 1 euro per cup had to be paid for drinks in spectator areas. The customer was repaid the deposit on returning the cup. After use, the cups were washed in a special cleaning unit and then used again. The logistics (manufacture of the cups, supplying stadiums, distribution and washing of used cups, including the required transportation) were carried out by a company employed for this purpose. On the initiative of Green Goal, in nine of the twelve host cities returnable cups were used at officially organised open-air events.

Source: FIFA 2006: Green Goal Legacy Report

2012 ICO Olympics in London: Zero Waste Games

The London Olympics 2012 had the vision to deliver a Zero Waste Games which was considered to be a flagship sustainability commitment¹. Finalized in 2009, the Games' Waste and Resource Management Strategy proposed that waste materials should be viewed as a 'resource'. Key to achieving this vision was a consistent and integrated approach to waste management throughout all venues managed by the London Organising Committee. The Committee also worked with suppliers, partners and local authorities to encourage the alignment of waste practices at 'open sites' with those adopted for closed venues. As a result, McDonald's joined the Olympics' vision and committed to achieving 'Zero Waste to Landfill' throughout their business, and Coca-Cola promoted their recycling product packaging.

The Committee commissioned an independent review of waste management practices across the organisation, including its offices, significant events and offsite works, for the 2010 calendar year which showed:

- The estimated total amount of waste: approximately 10,173 tons.
- The proportion of waste diverted from landfill: 100 %.
- Amount of total waste re-used, recycled and composted: 62 %

Source: LOCOG 2012: Post-Games Sustainability Report: A legacy of change

2014 FIFA World Cup in Brazil: Raising awareness among fans on waste and what is recyclable

The second goal of the waste management programme – raising awareness levels among fans on waste and what is recyclable – was undertaken with the help of the public appeal of Fuleco, the official mascot of the 2014 FIFA World Cup. Between March and July 2014, 13 posts about avoiding, reducing and recycling waste were delivered to Fuleco's fans on Facebook and Twitter platforms. In all the host stadiums Fuleco was used to provide spectators with information and instructions on what type of waste could be recycled in the appropriate bins via signage, posters, LED boards and giant screens, thereby contributing to a successful outcome of the recycling programme.

Source: FIFA 2014: Sustainability Report: 2014 FIFA World Cup Brazil

FURTHER INFORMATION

The UK-based organization WRAP provides good information on Sustainable Event Management, including a 'Resource Management Plan' tool. This online tool will help organisations at every stage of the event supply chain understand where their opportunities exist for reducing waste leading up to, during and after an event, including capturing site waste management plans: www.wrap.org.uk/content/sustainable-event-management

2015 IIHF Ice Hockey U18 World Championship in Switzerland: Integrating the game programme on an IIHF App

In order to reduce paper waste for the 2015 Ice Hockey U18 World Championship the organisers planned to integrate the game programme on the IIHF App for the tournament. However, because of limited WLAN accessibility in the stadiums, the organisers could not fully achieve their goal of not printing any game programmes and still had to provide printed game programmes. In order to minimize the environmental impact, the ones printed on recycled paper. Additionally, the programme was sold to spectators and not given away for free which decreased the amount of programmes left behind in the stadium.

Source: IIHF Social and Environmental Committee

2015 IIHF Ice Hockey U18 World Championship in Switzerland: Saving water by using tap water

According to the IIHF regulations a certain number of bottles of water have to be provided to the athletes during an IIHF event. Because of the good water quality in Switzerland, the teams were informed that their isotonic drinks could be mixed with tap water. Because the athletes followed this suggestion, a significant number of plastic water bottles were saved from being used, and therefore did not end up as waste.

Source: IIHF Social and Environmental Committee

www.iihf.com/sustainability-2015WM18

2015 IIHF World Championship in Prague and Ostrava, Czech Republic; Bags out of IIHF roll-ups/banners

In 2010 the IIHF started an exciting recycling initiative, which consists in using IIHF banners and roll-ups from IIHF Championships, Congresses or other events to create various IIHF branded merchandising product such as bags, planners, folders and travel kits. The IHF has been pursuing this recycling initiative for 5 years and will use the banners decorating the IIHF hospitality area in the Prague arena to create more unique branded IIHF products.

Source: IIHF Social and Environmental Committee



COMPARISON BETWEEN SINGLE-USE AND REUSABLE CUPS



Reusable cups are clearly more ecological than single-use cups that are thrown away. Reusable cups are also more ecological than single-use compostable cups made from sustainable resources. This is shown in a comparative environmental study commissioned by the environmental ministries of Germany, Austria and Switzerland before the 2008 EURO UEFA-Championship.

Source: FOEN 2007: Press Communication 23.11.2007: Reusable cups have a better eco balance

¹ <http://learninglegacy.independent.gov.uk/publications/london-2012-zero-waste-games-vision.php>

Reduce energy consumption and use renewable energy

Energy consumption is one of the main causes of air pollution and global warming. The most energy-intensive aspect of ice hockey events is transportation for fans.

Besides energy consumption from fan transportation, the most energy-hungry factors at ice hockey events are refrigeration, humidification systems, heating, ventilation and air-conditioning, lighting, technical displays and audio systems¹. Saving energy is of course always attractive for the local community because it directly saves costs and helps achieve their CO₂ targets.

You can reduce the negative impacts of energy by reducing the energy consumption, by increasing energy efficiency and by choosing renewable energy sources. Addressing the energy issue early on in the planning of the event is vital. If possible, aim for a climate-neutral event by offsetting the greenhouse gases that you cannot prevent.

USE
RENEWABLE
ENERGY



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CHECKLIST

Choose a renewable energy source

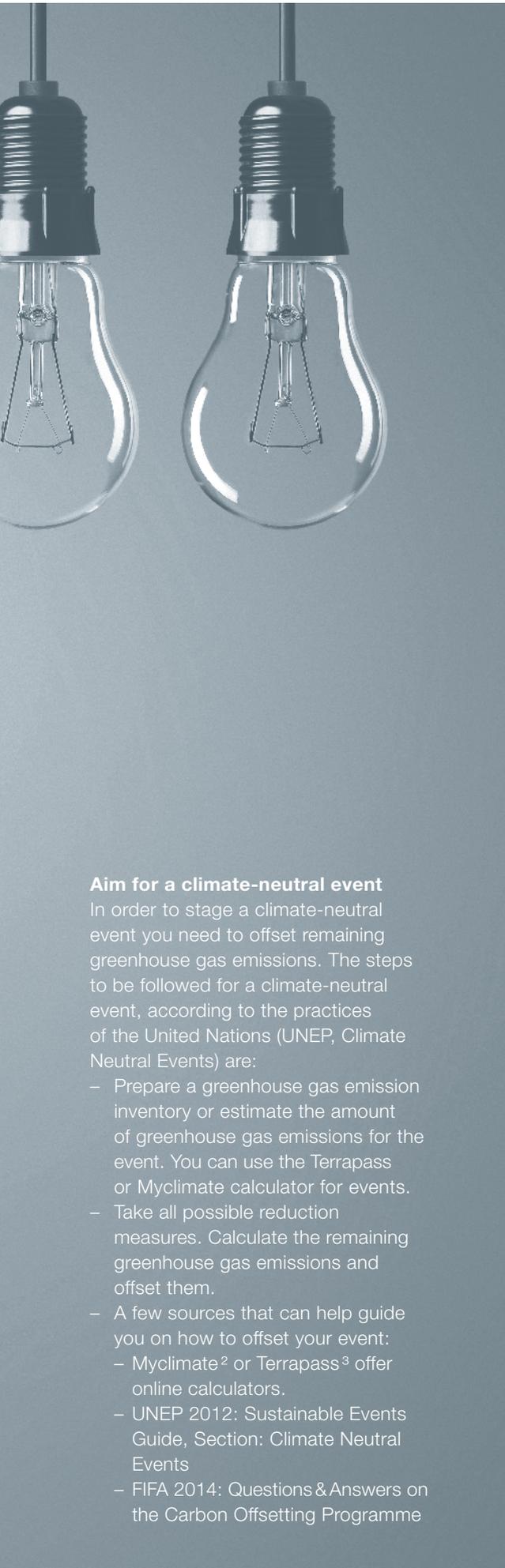
- Aim for the provision of electricity from 100% renewable energy sources, in particular solar, wind, and water (read on page 25 the 2015 IIHF example 'Energy efficient stadium').
- Install solar panels on arenas and buildings. Partner up with a local solar energy provider.

Reduce energy demand

- Choose venues and accommodations that comply with green energy standards (e.g. LEED) and/or use renewable energy sources.
- Reduce indoor heating.
- Adapt arena lighting to the minimum requirements for the purpose and switch 'competition lighting' to 'house lighting' as often as is feasible.
- Refurbish old arenas and venues to high environmental standards to reduce energy consumption and save money (for example, install better insulation, install air curtains at entries in existing arenas, switch to LED lighting), and design new arenas according to high environmental standards (e.g. LEED).

Increase energy efficiency

- Perform energy audits in event facilities in order to identify potential savings. This can quickly result in amortised costs and energy.
- Replace older refrigeration and dehumidification equipment with modern, energy-efficient models. You should check which ecolabels apply to your equipment. Many ecolabels are available, such as Energy Star, LEED, EPEAT, EU Energy Label, Blauer Engel, Nordic Swan. The standardsmap.org website provides 180 standards to review free-of-charge. You can also check out ecolabelindex.com for a fee.



FURTHER INFORMATION

You can find a list of Energy Star certified products on their website: www.energystar.gov/products

You can find further energy standards/labels/certificates on www.standardsmap.org (free) or on www.ecolabelindex.com (access costs a fee).

Check out the Union of Concerned Scientists online⁴. This site offers information on renewable energy.

The 2010 IOC Olympics CSR report (Vancouver) includes information on how the Games were made climate neutral.

Aim for a climate-neutral event

In order to stage a climate-neutral event you need to offset remaining greenhouse gas emissions. The steps to be followed for a climate-neutral event, according to the practices of the United Nations (UNEP, Climate Neutral Events) are:

- Prepare a greenhouse gas emission inventory or estimate the amount of greenhouse gas emissions for the event. You can use the Terrapass or Myclimate calculator for events.
- Take all possible reduction measures. Calculate the remaining greenhouse gas emissions and offset them.
- A few sources that can help guide you on how to offset your event:
 - Myclimate² or Terrapass³ offer online calculators.
 - UNEP 2012: Sustainable Events Guide, Section: Climate Neutral Events
 - FIFA 2014: Questions & Answers on the Carbon Offsetting Programme

EXAMPLE

2015 Ice Hockey U18 World Championship in Switzerland: Energy efficient stadium

Preliminary games as well as the championship game for the Ice Hockey U18 World Championship 2015 were held in the Bossard Arena in Zug, which is certified in accordance to the Swiss green energy standard MINERGIE. The stadium reuses the waste heat generated by the ice production for the heating system and for heating drinking water. This way a significant amount of energy can be saved.

Source: IIHF Social and Environmental Committee

¹ According to the NHL, electricity represents 75% of carbon footprint of the league, excluding fan transportation:

www.nhl.com/green/report/#environmentalImpact

² www.myclimate.org/corporate-clients

³ www.terrapass.com/carbon-footprint-calculator/

⁴ www.ucsusa.org

Buy sustainable products and services



Organising an ice hockey event requires purchasing many different goods and services such as catering and food, marketing materials, and paper.

Many of these goods are produced in countries with poor social and environmental conditions, which can lead to reputational damage for the organiser of the event.

By choosing sustainable products you can have a significant positive impact on the environment and society. Products that were produced in keeping with high social and environmental standards ensure that the human rights of workers are respected and that the local environment at the production site is not exploited. You can find detailed information on sustainable procurement, standards and labels on the Sustainability Compass website¹.



LEAVE A
POSITIVE
IMPACT

SUSTAINABLE PRODUCTS

CHECKLIST

Choose sustainable products

- Define your sustainability commitments for the event (including social and environmental criteria), clearly communicate them to your potential suppliers and publish them on your website.
- Define sustainability criteria with fair labour conditions and environmental standards and include them in the contracts with your suppliers. The sustainable procurement guidelines of Swiss Olympic on page 29 offer an easy way to integrate such criteria by using sustainability standards.
- First steps are very easy: Purchase recycled, renewable and energy-efficient products for your event, such as paper for handouts, stationery, toilet paper, and napkins, in order to close the recycling loop. Use refuse sacks from recycled plastics. These days, it is very easy to get 100% recycled-paper products of high quality. Certificates with high environmental criteria include Blauer Engel, EU Ecolabel, FSC Recycling and Nordic Swan.

Marketing material

- Require that your marketing materials (brochures, giveaways, banners, flags, etc.) carry sustainability labels. Relevant sustainability product labels for marketing materials include:
 - For paper products: See the guidelines of Swiss Olympic² for relevant sustainability product labels for paper products (see example on page 29).
 - For cotton textile products: Organic Cotton, GOTS, Fair Trade Certified Cotton and others
 - For synthetic textile products: Bluesign and others

Food and Drinks

- Demand seasonal food, locally grown vegetables, as well as non-frozen and vegetarian options from your suppliers.
- Demand from your suppliers food and beverages that are produced sustainably. You can demand organic and/or fair trade labels (see below how the 2011 FIFA Women's World Cup demanded organic food from service providers).
- Sustainability product labels for food and drinks material include Organic, Fairtrade, UTZ Certified, Rainforest Alliance, etc. The website www.standardsmap.org/kompass provides more food standards.



Accommodation

- Choose accommodations that can be easily reached on foot or by public transport.

Ice-making equipment

- Replace older equipment for refrigeration and dehumidification with modern, energy-efficient models that do not use synthetic refrigerant gasses such as CFCs or ammoniac. Employ specialist firms to destroy the polluting gases from old equipment.
- Relevant sustainability product labels for electronic products include Energy Star, EPEAT, Green Seal, EU Ecolabel, Minergie.

EXAMPLES

2011 FIFA Women's World Cup in Germany: Demanding organic catering

One year before the tournament started, the organising committee clearly stated that every stadium had to offer at least one organic food product. This was a requirement not only in the VIP areas, but also in the public areas, where considerably more visitors would be catered for. This gave the catering companies plenty of time to address legal and organisational issues. A broad range of organic food products was offered at the 2011 FIFA Women's World Cup sites: organic cheese pastries in Bochum, Berlin, Mönchengladbach and Leverkusen, organic pasta squares in Sinsheim, and organic nuts and raisins in Augsburg, Dresden and Wolfsburg. The most important product in terms of quantity was the organic bratwurst sausage in Frankfurt, which sold an impressive 24,000 units. In the VIP areas the selection ranged from organic ingredients to entire menus consisting exclusively of organic produce.

Source: FIFA 2011: Football's Footprint: Legacy Report

Swiss Olympic: Sustainable procurement guidelines

Swiss Olympic, the national Olympic committee of Switzerland and umbrella organisation of Swiss sports associations, has developed sustainable procurement guidelines for the suppliers of their most important products (paper, clothing, branded products and IT). The suppliers must fulfil various social and environmental requirements. For clothing suppliers Swiss Olympic requires, for example, the membership of the supplier in a multi-stakeholder standards initiative – like the Fair Wear Foundation – which works on the improvement of working conditions.

Source: Swiss Olympics: Sustainable Procurement Guidelines²



FURTHER INFORMATION

You can find comprehensive information on sustainability standards/labels/certificates on:

www.sustainability-compass.com (free)

www.standardsmap.org (free)

www.ecolabelindex.com (access requires a fee)

¹ www.sustainability-compass.com or www.standardsmap.org/kompass

² www.swissolympic.ch/Ethik/Nachhaltige-Beschaffung/Nachhaltige-Beschaffung

Design a barrier-free and inclusive event

The aim of accessible and inclusive events for everyone, regardless of age, gender, capabilities, cultural or financial background to participate on an equal basis. For persons with disabilities, inclusion means designing an event free of barriers so that they can fully participate.

Accessibility is crucial for quality of life and for the inclusion of many people. Organising a barrier-free and inclusive event requires thinking about how individuals' disabilities will affect their attendance and enjoyment of a programme and to plan so that they will feel welcomed and valued.

You need to plan well to organise an event that is welcoming to all the individuals who make up our diverse society. A good first step is to select a socially and culturally diverse organising committee. This will, by its very nature, yield events that offer a more inclusive environment.

BARRIER-FREE
EVENT



CHECKLIST

Provide a barrier-free venue

- Partner with local associations for disabled people in order to bring external expertise into the planning.
- Try to select sites and venues that are barrier free (e.g. wheelchair accessible) in locations that are accessible for all modes of transportation. Provide wheelchair parking spaces close to the entrances and wheelchair-accessible toilet facilities that include reachable sinks, taps, soap, and towel dispensers.
- Ensure your security and emergency evacuation plan takes into account disabled participants and suitable escape routes.

Ensure inclusiveness for all

- Check whether the planned event date coincides with any religious holidays important to members of the local community (you can consult an interfaith calendar: www.interfaithcalendar.org/index.htm).
- Ensure gender-neutral written and oral formulations and consider multilingualism on the event's website and also in speaker announcements, especially regarding security measures (read on page 33 how FIFA in Brazil included audio-descriptive commentary for partially-sighted and blind people).
- When serving food, consider possible dietary requirements and serving practices of participants (Halal or Kosher foods, vegetarian or vegan fare, common food allergies, diabetes, blood pressure, etc.).
- Provide a ticket pricing policy with ticket packages that allow all members of the community, families and children to attend the event. Consider specific tickets for wheelchairs and tickets for blind and partially-sighted people and their accompanying person (read on page 32 how the 2015 IIHF World Championship in Prague integrated schools and how affordable accommodation was created for fans at the 2014 IIHF World Championship in Minsk; also read on page 33 how FIFA reserved tickets for special groups in Brazil). Offer special days or packages for under-privileged individuals.

Involve the local community

- Create opportunities to involve the event host city's youth and senior citizens and local sports clubs as volunteers. They have the potential, energy and passion to carry out your on-site sustainability initiatives during the event. Raise the awareness of the local population. Build cooperation with local institutions such as schools or associations (see on page 33 the example of a FIFA 2014 project on social development)
- Use the event to promote the joy of sport and a healthy lifestyle.
- Use the event to promote cross-cultural understanding and integration of people with an immigrant background.

FREE
TS

EXAMPLES

2014 IIHF Ice Hockey World Championship in Minsk, Belarus: Fan village

Together with the city of Minsk, the local Organising Committee set up a fan village with affordable accommodation. A newly-built student housing area was turned into the fan village. Fans could stay for a reasonable price in the apartments, and combination packages with game tickets and accommodation, bicycle rentals and cultural programmes were offered.

Source: IIHF Social and Environmental Committee



2014 FIFA World Cup in Brazil: Tickets reserved for special groups

In accordance with the Brazilian regulations for the 2014 FIFA World Cup, at least 1% of the purchasable tickets were reserved by FIFA for disabled fans or fans with limited mobility. For each ticket purchased by a disabled fan, a complimentary ticket for a companion to assist and accompany the individual to the match was offered. FIFA also reserved over 400,000 tickets in the most affordable category exclusively for residents of Brazil, significantly more than the 300,000 originally agreed with the Brazilian government, and offered discounts of up to 50% for students, people over-60, and low-income families. All necessary information on these special ticket categories – as well as all other categories – was available in various languages on the ticketing section of FIFA.com and communicated at dedicated media events from July 2013 onwards.

Source: FIFA 2014: Sustainability Report: 2014 FIFA World Cup Brazil

2014 FIFA World Cup in Brazil: Audio-descriptive commentary

In order to enhance the experience of partially-sighted and blind fans, a pioneering audio-descriptive commentary to describe the atmosphere in the stadium and the action on the pitch in colourful detail was offered in Portuguese at 26 FIFA 2014 World Cup matches in Belo Horizonte, Brasilia, Rio de Janeiro and Sao Paulo. Together with experts from the Centre for Access to Football in Europe (CAFE) and from Brazilian NGO Urece, FIFA and the Local Organising Committee trained 16 individuals to deliver this special commentary. All articles on FIFA.com were available in print and audio. In addition, for the hearing-impaired, video reports were provided in International Sign Language, an auxiliary language used worldwide.

Source: FIFA 2014: Sustainability Report: 2014 FIFA World Cup Brazil; see also UEFA 2012

EUROPEAN ROOKIE CUP

14 organizations from 9 different countries are involved in the first Ice Hockey Project to be co-funded by the Erasmus+ Programme of the European Union for a project life-time of 36 months.

During the playoff tournament for the age group of U16 the players learn more about the consequences of **Match-Fixing/Doping** and **Discrimination & Intolerance** as these problems are among the biggest threats in sports.

The second task is to teach coaches and referees about ways to “recognise”, “resist” and “report” on the project topics as role models and multipliers, passing

on the information to the young athletes and those in other age groups.

Furthermore the project-partners meet regularly to discuss ways of tackling the problem of lack of physical activity as a general European-wide problem and how to motivate kids to join Ice Hockey Clubs and play on a regular basis in order to experience sport in a social environment.

Find more on:

www.rookiecup.eu

www.facebook.com/europeanrookiecup

2014 FIFA World Cup in Brazil: Social development

Football has been used successfully by many organisations around the world as a tool to promote social development, thereby creating a positive impact in various under-privileged communities and with disadvantaged young people. This led FIFA to launch its Football for Hope initiative in 2005. In keeping with the approach taken towards the host countries in 2006 and 2010, FIFA and the Local Organising Committee decided to substantially invest in football-based programmes in Brazil, thereby making a lasting contribution to social development in the host cities as well as strengthening local understanding of the role that football can play in addressing social issues affecting young people.

Source: FIFA 2014: Sustainability Report: 2014 FIFA World Cup Brazil

2015 IIHF Ice Hockey World Championship in Prague, Czech Republic: Tickets for schools

With the aim of introducing all children to the excitement and positive feeling of an ice hockey tournament, the Prague Organising Committee approached all local schools with the offer of several free tickets for children under 14 years. All local ice hockey clubs were offered 50 tickets free of charge for the same age group so that the players whose parents were not able to afford tickets would have the opportunity to experience such an event.

Source: IIHF Social and Environmental Committee

2015 IIHF Ice Hockey Women's World Championship in Malmö, Sweden: Bringing women from different cultural backgrounds closer to sports

The city of Malmö decided to promote ice hockey in an inner-city area and started a development project with a



local ice hockey club. The organising committee worked together with the club and used the club's arena to organise a promotional game with local female players with different cultural backgrounds. Many of those women lived in the inner-city of Malmö where people often faced social problems. The main sponsor also supported the project by providing 50 full sets of equipment.

Source: IIHF Social and Environmental Committee

FURTHER INFORMATION

The manual "DESIGN for ACCESS" from the city of Manchester (England) provides detailed instructions on how to design a city without barriers.

The project "Football for Equality – Challenging racist and homophobic stereotypes in and through football" is a European initiative carried out by various partner organisations of the "Football Against Racism in Europe" (FARE) network and led by the Vienna Institute for International Dialogue and Cooperation. You can find many examples on at www.sportinclusion.net

UEFA has created a number of projects that promote social inclusion/integration at clubs of the European Club Association: UEFA Community & Social Responsibility. A collection of ECA Member Clubs' CSR Projects.

Chapter sources

You can contact the IIHF Social and Environmental Committee if you have questions about the IIHF cases: Below, is a list of sources including URLs.

You can also find the links on:

www.iihf.com/sustainability-2015WM18

FOEN 2007 (last accessed 1.6.2015):

Press Communication: Mehrwegbecher haben bessere Ökobilanz

www.bafu.admin.ch/dokumentation/medieninformation/00962/index.html?lang=de&msg-id=15855

City of Manchester (last accessed 1.6.2015):

Design for Access 2

www.manchester.gov.uk/info/200041/equality_and_diversity/5885/our_policy_approach/8

Energy Star (last accessed 1.6.2015):

Website including a list of certified products

www.energystar.gov/products/certified-products

FIFA 2014: Sustainability Report.

2014 FIFA World Cup Brazil

http://resources.fifa.com/mm/document/afsocial/general/02/50/92/69/sustainabilityreportofthe2014fwc_neutral.pdf

FIFA 2014b: Questions & Answers on the Carbon Offsetting Programme

http://resources.fifa.com/mm/document/afsocial/environment/02/37/97/77/2014fwccarbonoffsettingprogrammeq-a_en_neutral.pdf

FIFA 2011: Football's Footprint. Legacy Report.

Final Report on the Environment Initiative of the FIFA Women's World Cup 2011

http://resources.fifa.com/mm/document/afsocial/environment/01/57/12/83/fwwc2011green_goal_legacy_report_en.pdf

FIFA 2006: Green Goal Legacy Report

http://resources.fifa.com/mm/document/afsocial/environment/01/57/12/66/2006fwcgreengoallegacyreport_en.pdf

LOCOG 2012: London 2012 Post-Games

Sustainability Report. A legacy of change.

<http://learninglegacy.independent.gov.uk/publications/london-2012-post-games-sustainability-report-a-legacy-of.php>

Myclimate (last accessed 19.6.2015):

Carbon Calculator

https://co2.myclimate.org/en/event_calculators/new

NHL (last access 1.6.2015):

2014 NHL Sustainability Report

www.nhl.com/green/report/#buildingFuture

Sustainability Compass (last accessed 1.6.2015)

www.business.sustainability-compass.com

Swiss Olympics (last accessed 1.6.2015):

Sustainable Procurement Guidelines

www.swissolympic.ch/Ethik/Nachhaltige-Beschaffung/Dokumente-2/Dokumente

Terrapass (last accessed 19.6.2015):

Events Calculator for Carbon Footprints

www.terrapass.com/carbon-footprint-calculator/

UEFA 2012: Respect Inclusion Delivers

Audio-Description

www.uefa.org/social-responsibility/news/newsid=1788222.html

UEFA (no date): UEFA Community & Social

Responsibility. A Collection of ECA Member Clubs' CSR Projects

www.uefa.org/MultimediaFiles/Download/uefaorg/CaptainsofChange/02/24/62/32/2246232_DOWNLOAD.pdf

UNEP 2012b: Sustainable Events Guide.

Give your Large Event a Small Footprint

www.ecoprocura.eu/fileadmin/editor_files/Sustainable_Events_Guide_May_30_2012_FINAL.pdf

Union of Concerned Scientists (last accessed

1.6.2015): Information on Renewable Energy

www.ucsusa.org/our-work/energy/our-energy-choices/our-energy-choices-renewable-energy#.VegSRs7ZmQI

VANOC 2010: Vancouver 2010.

Sustainability Report 2009–2010

www.olympic.org/Documents/Games_Vancouver_2010/VANOC_Sustainability_Report-EN.pdf

WRAP 2012: London 2012 Legacy Transfer Report:

Event Waste Management

www.wrap.org.uk/sites/files/wrap/WRAP%20London%202012%20Legacy%20Transfer%20Report%20-Event%20Waste%20Management.pdf



Some examples of sustainability product labels



International Ice Hockey Federation

Brandschenkestrasse 50

Postfach

CH-8027 Zurich

Phone +41 44 562 22 00

Fax +41 44 562 22 39

www.IIHF.com

GREEN
INITIATIVE