IF Sustainability Project

REPURPOSING OF BANNERS & ROLL-UPS
IF SUSTAINABILITY PROJECT

The world faces important challenges across a wide spectrum of economic, social and environmental issues, and the sport community is not immune from their impacts. The Olympic Movement has both an opportunity and a duty to actively contribute to the global sustainability debate in line with its vision of “Building a better world through sport”.

With this in mind, and in response to recommendation 5 of Olympic Agenda 2020 (“Include sustainability within the Olympic Movement’s daily operations”), the IOC conducted the International Federation (IF) Sustainability Project throughout 2016. The IOC carried out the project with three objectives: obtaining an overview of IFs’ sustainability initiatives; identifying common topics, good practices and shared challenges; and sharing information among the IFs. As part of this project, the IOC collaborated with the IFs to compile a series of case studies reflecting how IFs are contributing towards a more sustainable world.

Each case study is aligned with one or more of the IOC’s five sustainability focus areas: infrastructure & natural sites; sourcing & resource management; mobility; workforce; and climate. These focus areas were selected through an extensive stakeholder engagement process, taking into consideration today’s key sustainability challenges and the manner in which the IOC believes the Olympic Movement can most significantly contribute to addressing them.

The case studies are also aligned with the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs). This framework is pivotal for the Olympic Movement: in September 2015, the UN General Assembly confirmed the important role that sport can play in supporting the UN's 2030 Agenda for Sustainable Development and its SDGs.

“Sport is also an important enabler of sustainable development. We recognise the growing contribution of sport to the realisation of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.” Paragraph 37, UN 2030 Agenda for Sustainable Development
THE IIHF HAS REFASHIONED A NUMBER OF PROMOTIONAL ROLL-UPS AND BANNERS INTO A RANGE OF UNIQUE AND ATTRACTIVE BAGS.

The IIHF began its banner repurposing project after the annual General Congress in 2012. Members agreed that the roll-ups created for the event carried a significant cost and should be reused in a creative way rather than simply being disposed of. The idea of reusing materials had previously been raised during meetings of the IIHF Social & Environment Committee, and members considered Congress to be the perfect opportunity to kick-start the repurposing programme.

After considering several options, the committee decided to partner with Swiss Mountain Hand Bags, a local supplier that specialises in creating bags from various different types of material. Through this agreement, the IIHF successfully repurposed the banners into unique and fashionable bags. The bags all carried elements of the IIHF logo, helping to promote the IIHF, while also proving to be both durable and useful.

The project started when roll-ups were used to create small handbags. After positive feedback was received, other banners were repurposed into shopping bags, grocery trolleys, travel bags and backpacks.

The budget to produce 20-30 standard bags was approximately 3,000-4,000 CHF. The project was initially financed by the IIHF Social & Environment Committee. However, since the expansion of the programme, the financial responsibility has been supported by the Marketing Department.

The project peaked in production after the 2015 IIHF World Championship, when almost double the usual numbers of bags were produced. To date, more than 300 products have been made using roll-ups and banners from IIHF events. Rather than selling the bags, the committee has chosen to use them as special giveaways for IIHF invitees, guests and volunteers, which has helped to add prestige to the items. IIHF member national associations have been able to request additional products for use within their federations.

OBJECTIVES

During a brainstorming session, members of the International Ice Hockey Federation (IIHF) Social & Environmental Committee proposed many ideas as to how the IIHF could be more sustainable in its operations. A number of ideas were considered too elaborate and expensive to implement, so the committee decided to focus on smaller, more cost-effective projects that would have an immediate impact.

The banner repurposing project was created to ensure that banners used at IIHF events would be given an extended value after the events had finished, rather than simply being thrown away. The project was also designed to find a practical and visible way to raise awareness about sustainability within the IIHF and its members.
The initiative has helped to showcase the IIHF’s vision and commitment towards a more sustainable approach to its everyday operations and decision-making.

**TIME & PERSONNEL**
Once the supplier was found, the process was simple: the team submitted the materials and chose the design of the bags. The production time was approximately 1-3 months, depending on the quantity and type of bags.

**COMMUNICATION**
An article promoting the project was published in the IIHF Manual for Sustainable Events, and details have been featured on the IIHF website.

**EVALUATION**
The project was simple to implement and runs smoothly. The IIHF’s key recommendation is to partner with a company that is flexible and willing to help achieve the project’s goals. The fact that the supplier has been very responsive has made the process flow easily each time the team has placed a new order.

The IIHF also recommends that the team should work alongside the manufacturers to ensure a variety of bags and styles. It has been proven that a wide range of styles and colours helps to keep people interested in the products.

The committee has decided to focus more on promoting the project as it is felt that such a positive programme warrants more visibility, both internally within the federation and externally with both the IIHF’s partners and the general public.