IF Sustainability Project

THE IIHF WATER SAVERS 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 International Ice Hockey Federation (IIHF) Social & Environment Committee launched its first water savers distribution project in 2013. The programme consisted of issuing small packages containing three simple devices that are attached to faucets in order to significantly reduce water consumption. The project formed part of an overall effort by the committee to respond to the desire of its members to take a more sustainable approach in daily activities.

The IIHF commissioned Adcom, a Swiss marketing company, to create customised water savers. Once received, the committee launched the initiative at the IIHF 2013 Annual Congress, and then started distributing the water savers at various federation events. The water savers were also offered as gifts during special meetings, and were included as part of a package provided to organisers of major IIHF events.

The IIHF led by example, implementing the water savers in its own offices and supplementing that process by offering packages to its staff members. In addition, the committee sought to estimate the level of water conservation achieved by people using the devices. So far, the feedback has shown a favourable reduction in water usage during the period observed.

For this pilot project, the team purchased 500 packages. Each package contained three water savers and cost approximately 30-40 CHF. The water savers created additional value for the federation as they were branded with the IIHF Green Initiative logo, which both provided a promotional opportunity for the programme and helped to raise awareness of the initiatives being taken by the IIHF in the area of sustainability.

“THE PROJECT HAS RECEIVED POSITIVE FEEDBACK FROM IIHF MEMBERS, WHO THOUGHT THE WATER SAVERS WERE AN ORIGINAL AND INTERESTING GIFT.”

The International Ice Hockey Federation (IIHF) Water Savers Project was designed to promote the need for water conservation among the federation members. Considering the fact that ice hockey requires large amounts of water for the production of ice, the IIHF Social & Environment Committee sought to raise awareness of the strong need to preserve water, an invaluable commodity that is necessary for the sport.
TIME & PERSONNEL

Once the team decided on the project, the production of the water savers took approximately two weeks.

COMMUNICATION

The project is featured on the new IIHF website.

EVALUATION

The project has received positive feedback from IIHF members: they thought the water savers were an original and interesting gift that they could use at their events, and considered that they also helped to send a positive message. There was a particularly good response at events where the packages were used as gifts.

Though the team found the project quite easy to implement, they found the cost factor quite significant. After the final packages have been issued, the committee will conduct an evaluation to decide if the value derived from the programme has been worth the cost of implementation.

The committee observed that an educational component could have easily been added to the programme to make it even more successful and meaningful. Accompanying the water savers with educational information could highlight facts regarding excessive water consumption, issues regarding water supply and the link between natural resources and sport.

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