IF Sustainability Case Study

SUSTAINABLE EVENT TRANSPORT
The world faces significant challenges across a wide spectrum of economic, social and environmental matters. 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 Federations (IF) Sustainability Project in 2016. This allowed the IOC to obtain an overview of IFs’ sustainability initiatives; identify common topics, good practices and mutual challenges; and share information. One of the Project’s outcomes was a series of case studies, illustrating how IFs are actively contributing towards a more sustainable world.

As part of the IOC’s objective to profile the role of the Olympic Movement in sustainability through the aggregation of information and collective reporting, it was agreed that the identification and sharing of IF sustainability case studies should be continued. These case studies form part of the enhanced support system provided to the Olympic Movement through the IOC Sustainability Strategy.

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. The studies are also aligned with one or more of the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs).

This framework is pivotal for the Olympic Movement since 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.

The UN’s 17 SDGs provide a common framework for organisations to explain how they plan to contribute to sustainable development and tackle the key global sustainability challenges. The IF case studies attest to the fact that the Olympic Movement contributes to the achievement of many of these.

“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 provided bikes for all accredited members at the 2017 Ice Hockey World Championship in Cologne, Germany

At the 2017 IIHF Ice Hockey World Championship (WM) in Germany, the International Ice Hockey Federation (IIHF), the Local Organising Committee (LOC), the city of Cologne and its public transport network, KVB, and local bike rental company Nextbike, teamed up to provide sustainable transport to all accredited participants and spectators. Participants could use WM-branded bicycles free of charge for the duration of the Championship.

The benefits of cycling are well known. According to the UCI’s Cycling for All Manifesto: “Cycling can help tackle some of the pressing challenges facing humanity. Reduced air pollution, lowered traffic congestion, and improved public health are among the many benefits that greater everyday cycling around the world offers, accessible to all, rich or poor.”

The bicycle rental system was designed to be user-friendly. Accredited participants were given a chip card at the IIHF registration desks, which allowed them to access a bicycle from any bike station within Cologne – including temporary bike stations at the WM venue and at each official IIHF hotel. There were 2,400 WM-branded bicycles around the city, allowing accredited participants to travel to and from the ice hockey arena and their accommodation and within the city.

“Providing bicycles is an excellent way to show the IIHF’s commitment to sustainable transport. Event organisers can greatly reduce their carbon footprint by encouraging the use of environmentally friendly means of transport.”

Beate Grupp, Chair of the IIHF Social & Environment Committee
### LESSONS LEARNED

- It helps to start early: aim to begin discussions with the host city/country and LOC during the bidding phase.
- Aligning all parties’ objectives will help to create shared and streamlined communication networks.
- If you aim to provide bicycles to large numbers of people, it is necessary to work with a bike rental company that has plenty of experience.
- To ensure collaboration and cooperation, it is worth informing relevant stakeholders of the initiative and its benefits well in advance.

### WHY RIDE A BIKE?

- **20 bikes vs 1 car**
  - in a single parking space
- **Materials and energy**
  - needed to build a bike are 5% of those to build a car
- **0% pollution**
  - to the atmosphere and our lungs

### EVALUATION

The project proved to be an excellent way to reduce car use during the tournament, and during the day all bicycles were regularly in circulation. The provision of cheaper and healthier transport also helped to promote the host city, and the event branding on the bicycles raised the profile of the event around Cologne. The feedback from all parties was extremely positive.

The IIHF is working with future host cities and LOCs to implement similar programmes, and aims to communicate about the project to help raise awareness about the necessity to move towards sustainable event transport and to create legacy programmes within cities for all future events.