

IF Sustainability Project
**IIHF SUSTAINABILITY
VISION**



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NOC AND IF SUSTAINABILITY CASE STUDIES

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 Olympic Agenda 2020, the International Olympic Committee (IOC) launched the International Federation (IF) Sustainability Project in 2016 to obtain an overview of IFs’ sustainability initiatives – identifying common topics, challenges and good practices while also sharing information among the IFs.

One outcome of the project 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 information contributes to the holistic integration of

sustainability and should be continued. These case studies, which now also showcase National Olympic Committees’ (NOCs) best practices, form part of a strategic support system given 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. They are also aligned with one or more of the United Nations’ (UN) framework of 17 Sustainable Development Goals (SDGs), which provide a common framework for organisations to explain how they plan

to contribute to sustainable development and tackle the key global sustainability challenges. 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.

The IOC provides support to NOCs and IFs in the definition, design and development of their sustainability strategies.



“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

Each NOC/IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN's Sustainable Development Goals (SDGs)



INFRASTRUCTURE & NATURAL SITES



SOURCING & RESOURCE MANAGEMENT



MOBILITY



WORKFORCE



CLIMATE

IOC FOCUS AREAS

UN SDGs



THE IIHF SETS ITS SUSTAINABILITY VISION FOR ITS ORGANISATION AND THE BROADER ICE HOCKEY FAMILY

The International Ice Hockey Federation (IIHF) has been actively committed in the pursuit of the United Nations Sustainable Development Goals (SDGs) as an integral part of its sustainability strategy. Aware of the imminent threats of climate change, IIHF has joined the IOC as a participant of the UN [Sports for Climate Action Framework](#) and pledged to stop plastic waste as part of the [Clean Seas](#) campaign.

In 2020, and five years after the publication of the ["IIHF Manual for Sustainable Events"](#), the federation published a new document portraying the "IIHF Sustainability Vision", a reflection of the IIHF's aspirations in regards to sustainability within its organisation, its events and the broader ice hockey family.

The IIHF Vision for Sustainability spans across its different spheres of influence:

- **As an organisation** the federation follows the premise of "keeping your own

house clean". With the goal of staying as sustainable as possible, IIHF seeks to lead by example including the use of green energy, having a recycling system in place, eliminating the use of single-use plastic bottles and the [promotion of water filters](#), generally taking a continuous improvement approach at the organisational level.

- **Member National Associations (MNAs) and stakeholders** are encouraged to have their own sustainability strategies responding to their resources and local contexts. The federation recognises best sustainability practices amongst its members since 2019 through its [IIHF Sustainability Award](#).

- **IIHF Events** are asked to follow the IIHF Manual for Sustainable Events designed to make sustainability an integral, and easy to apply, component of event planning. However, the manual is not meant as a one-size-fits-all document, but rather a guide that can allow any organiser to be flexible

OBJECTIVES

The IIHF published its Sustainability Vision in order to:

- Align stakeholders under one common vision for a sustainable future in close connection to the UN Sustainable Development Goals.
- Guide its members in best practices and concrete measures they can take in order to achieve impact within their spheres of influence.
- Raise awareness and motivate members and other International Federations to take actions, one step at a time, in pursuit of a larger common goal.



BENEFITS

- By creating opportunities to communicate actions by its members and stakeholders, an IF can serve to multiply the effect of positive initiatives by promoting ideas and collaboration.
- The publication of a vision can serve internally as a reference of direction but it can also have external effects. It can create awareness on what is relevant to the organisation and foster relationships with current and potential stakeholders, such as new possible sponsors, which can align and support that vision.



and adapt to their own contextual needs. Since the launch of this guide, events have incorporated a wide range of social actions and environmental principles. This includes facilitating [access to bicycles to accredited members](#), the [repurposing of event materials](#) otherwise considered waste or providing young kids access to the sport.

- **The Global Sports Community** is seen by IIHF as an opportunity to learn from one another and partner for the goals. Through actions such as joining the UN Sports for Climate Action Framework the federation joins a wide range of organisations where new ideas spark, and learnings can be found.

- **A Worldwide Impact** is pursued through communication and advocacy. It's meant to raise awareness of sustainability and best practices so that sustainable behaviour can be motivated, from MNAs, to other federations and stakeholders, and all the way to the fans.

IIHF takes this as a new opportunity to showcase concrete actions from the past, share best practice projects from its members and present a future vision to be embraced by the whole ice hockey community linked to the UN's SDGs. The document also serves as a reminder that

small projects can sum up to a big impact within the ice hockey family, delivering the message that we are all one team when it comes to sustainable impact.

EVALUATION

The IIHF has presented a new vision for the ice hockey community aligning all its stakeholders and activities under the goal of a sustainable future. In close cooperation with international stakeholders through initiatives such as the UN Sports for Climate Action Framework the federation is looking to lead by example while also collaborating with others in and out of its sport in order to achieve a broader worldwide impact.

“THE ‘IIHF SUSTAINABILITY VISION’ IS A VALUABLE DOCUMENT FOR THE INTERNATIONAL SPORTS COMMUNITY, AND I HOPE THE VISIONS AND IDEAS WILL MOTIVATE AND INSPIRE A LOT OF PEOPLE TO TAKE RESPONSIBLE ACTIONS.”

BEATE GRUPP, IIHF SOCIAL & ENVIRONMENT COMMITTEE CHAIRWOMAN