

**IF SUSTAINABILITY PROJECT**

# FIFTY-FIFTY



## 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 contribute to the holistic integration of sustainability and should be continued.



*“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



These case studies, which now also showcase the best practices of National Olympic Committees (NOCs), form part of a strategic support system made available 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.

Each NOC/IF sustainability project contributes to one or more of the IOC's sustainability focus areas and one or more of the UN SDGs.

## IOC FOCUS AREAS



## UN SDGs



International Olympic Committee

## FIFTY/FIFTY PROJECT, INCLUSION AND GENDER EQUALITY IN FLOORBALL SPORT COMMUNITIES

The International Floorball Federation (IFF) is dedicated to working towards inclusion and offering more opportunities to participate in floorball regardless of age, gender, disability, financial status, ethnic background and/or geographical location. This is embedded in its value statement, Code of Ethics and Equality Policy. The IFF also runs the GoGirls! Project, aimed at helping to increase and promote the participation of girls and women in floorball throughout the world. In alignment with these efforts, the IFF has initiated a programme to raise awareness about the significance of gender equality: the Fifty/Fifty programme.

"Fifty/Fifty" is an online gender equality education programme provided free of charge, empowering every floorball club to seamlessly address gender equality matters. The initiative comprises six sessions designed to inspire and share knowledge about gender equality in sport, and is tailored to club board members. Initially launched by the Swedish Floorball Federation in 2019, this initiative has now been made accessible to all floorball clubs through collaboration with the IFF.

The IFF aspires for floorball to be an inclusive sport, embracing participants regardless of gender. However, the IFF acknowledges the prevailing disparity in that the sport predominantly attracts boys and men as players, referees, coaches and board members. The Swedish Federation's primary motivation for this initiative was to enhance awareness of this issue within its clubs



Recognising the initiative's well-structured approach and immense potential, the IFF enthusiastically endorsed and supported the endeavour. Fifty/Fifty is intended to sow the seeds for new ideas and enables the IFF-affiliated floorball clubs to make practical, relatively small changes that, in the long run, can result in significant improvement.

Launched in 2019, this initiative has gained traction within the global floorball community. With the 2024 Men's World Floorball Championships scheduled to be hosted in Malmö (Sweden), the plan is to intensify promotional efforts and ambassador recruitment within the next few months. In addition, the aim is to help all IFF member associations use Fifty/Fifty as a tool to further gender equality in floorball.

The IFF envisions that national associations and clubs worldwide will leverage this excellent tool to advance their equality initiatives, as they strive for equal representation of women and men in floorball.



## OBJECTIVES



- Reinforce the application of IFF values.
- Increase the gender balance in floorball (board, referees and players).
- Increase awareness about equality in floorball clubs and more generally.

## BENEFITS



- Improve gender equality within the IFF community at all levels.
- Supporting ambitious outreach and collaborative efforts.
- Help Sweden's Floorball Federation with its goal to make floorball a gender-equal sport by 2030.



“ The successful adoption of Fifty/Fifty by other sports and business organizations underscores the vast potential of this visionary project ”

SARAH MITCHELL, EVENT MANAGER, IFF