

# IF SUSTAINABILITY PROJECT FLOORBALL'S DEVELOPMENT TOWARDS SUSTAINABILITY



# 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.

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.

The IOC provides support to NOCs and IFs in establishing, designing and developing 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 SDGs.



# IFF GROWING AS A SUSTAINABLE AND INCLUSIVE FEDERATION

The general concerns around climate change and the desire to take responsibility have sparked stronger development of sustainability initiatives within floorball, and resulted in the International Floorball Federation (IFF) signing the UN Sports for Climate Action Framework (S4CA) in 2019. That same year, the IFF started preparing its [Strategy for 2021-2032](#) – “Strengthening the Foundations” – which includes sustainability as one of the main focus areas.

The Federation's early steps in sustainability were more oriented towards the social side, as equality and acceptance have been embedded in the IFF's values from an early stage. In recent years, the number of sustainability initiatives has increased and diversified, which, together with the new strategy, has allowed the IFF to adopt a holistic approach to the topic, focusing on the economy and the environment as well.

As an example, its new responsibility campaign **FairFloorball** encourages everyone to act fairly to ensure the sustainability and prosperity of the sport:

- **FairPlay:** Measures to combat doping and other illegal activities.
- **FairAccess:** Diverse formats of the sport to invite everyone to participate.
- **FairTreatment:** Strong ethics to avoid any type of discrimination.
- **FairFuture:** Focus on economic support, the environment, youth and development.

## Social sustainability – making floorball accessible to all:

Based on floorball's core values of **inclusion and equality**, its social initiatives focus on the sport's flexibility and accessibility, to offer more and equal opportunities to participate, regardless of individual conditions. The IFF collaborates with the Special Olympics and several Para floorball organisations, and so floorball has become a popular sport among people with health impairments.



Another initiative is the GoGirls! project, aimed at increasing and promoting female participation in floorball throughout the world, “getting girls to play, teaching girls to play and keeping girls playing”.

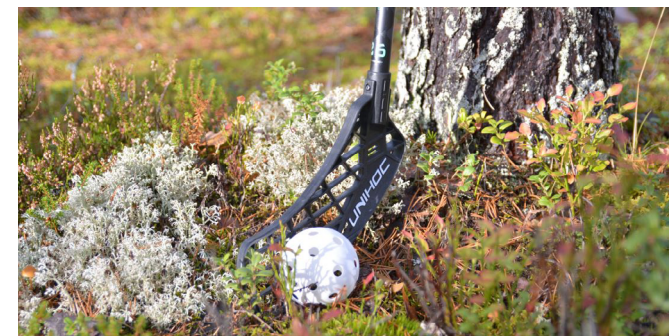
## Environmental sustainability – reducing floorball's carbon footprint:

The IFF is developing tools to measure its efforts in the fight against climate change. Moreover, in 2020, the IFF received

## OBJECTIVES

- Promote, develop, protect and spread the game of floorball as an inclusive and fair sport.
- Offer more and equal opportunities to participate regardless of gender, disability, financial status, ethnic background or geographical location.
- Educate the whole floorball community to help them understand the effects of their actions and how everyone can contribute to preserving our planet.

the **Carbon Action Award** from the IOC and Dow, which recognises and promotes effective climate action in sport. As part of its commitment to the UN S4CA, with the goal of reducing half of its emissions by 2030 and aiming to achieve net zero by 2040, the IFF is carrying out various initiatives within the Federation and with its partners. For example, the **ECO Stick** project, being conducted in collaboration



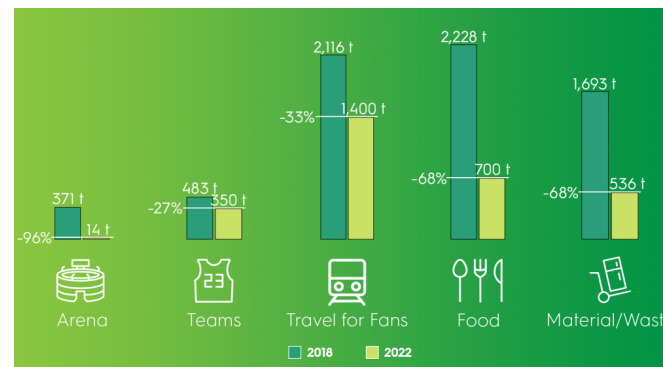
with UNIHOC (floorball sticks manufacturer) and myclimate (CO<sub>2</sub> offsetting provider), aims to develop new sticks made of components that leave the smallest carbon footprint possible.

Moreover, with the cooperation of fans, partners and sponsors, innovative measures were implemented at the 2022 men's World Floorball Championships (WFC 2022) to reduce the event's environmental impact, mainly in the categories of travel, food at the venue, and material sourcing and waste. For example, the awards received by the All Star Team were produced from recycled floorball stick blades and balls, and public transport was included in the event tickets.

## BENEFITS

- Form effective partnerships to take concrete action against climate change and enable measurable results.
- Reduce carbon emissions through sustainable floorball events and environmentally friendly equipment.
- Make floorball available for all, promoting equality and inclusion as the IFF's core values.
- Increase awareness throughout the floorball community and share best practices to expand the benefits of the initiatives among member associations in other countries.
- Leverage sustainability credentials to appeal to new fans and partners.

Overall, the event aimed to create 56% less emissions than the WFC 2018, and the rest of its carbon footprint will be compensated by investing in some of myclimate's environmental projects.



**Economic sustainability – creating value in the floorball community:**

The IFF runs targeted projects to address the needs of individual member associations. For example, the **Development Programme** was created to educate the floorball countries on organisation, coaching and refereeing.

Moreover, the IFF also implemented the recycling programme “Stick With It” to collect and give a second life to used floorball material at major IFF events. As a result, the IFF can use these materials in its **Equipment Support Programme**, which it runs in collaboration with a floorball equipment partner. It is also testing new versions of the game at selected international events, aiming to make the sport more attractive and affordable.



*“We are aware of the climate crisis and the impact that floorball has on the environment, like all the fans, athletes and staff who travel to attend events. We are not the biggest sport, but we really hope that our initiatives can serve as an example and attract new partners. Just look at the great Green Goal initiative we had at the 2022 World Floorball Championships.”*

**TERO KALSTA, IFF SALES COORDINATOR**