

**IFF SUSTAINABILITY PROJECT**

# GREEN GOAL INITIATIVE





## 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



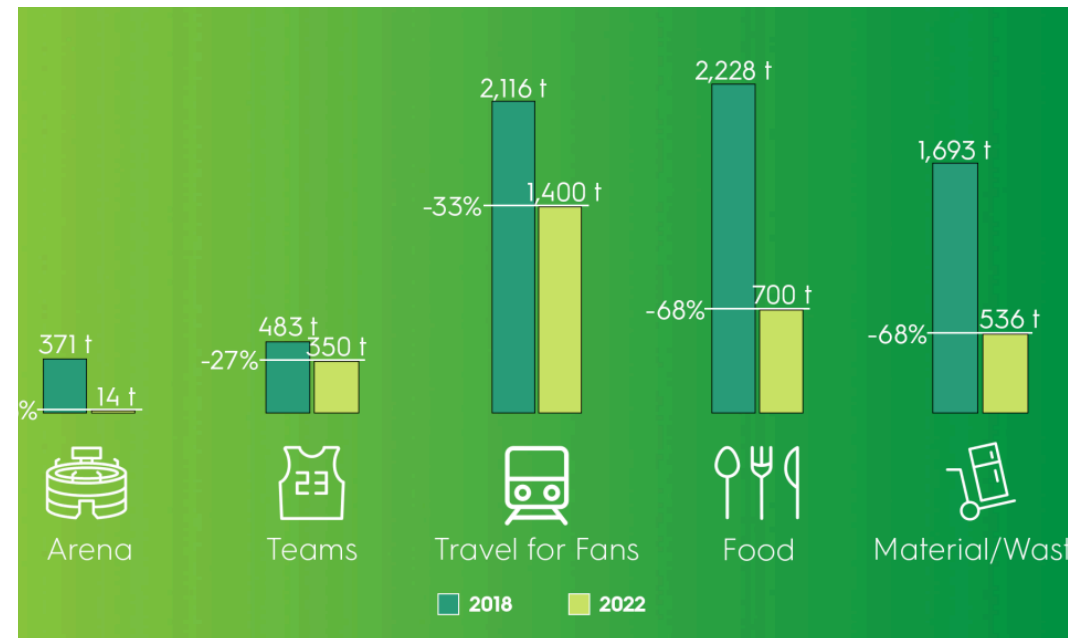
### UN SDGs



## GREEN GOAL INITIATIVE AT THE 2022 MEN'S WORLD FLOORBALL CHAMPIONSHIPS

The Green Goal initiative, introduced by the International Floorball Federation (IFF) for the Men's World Floorball Championships (WFC) in 2022, marked a significant milestone in the journey towards sustainable sporting events. This groundbreaking initiative aimed to make the event the first World Floorball Championships in history to be aligned with the Paris Agreement and the commitments of Sports for Climate Action Framework signatories by helping to achieve the specific climate goals of halving emissions by 2030 and aiming to achieve net zero by 2040. To accomplish this ambitious goal, the local organising committee, led by Swiss unihockey (the Swiss Floorball Association), collaborated closely with its sustainability partner, myclimate.

The primary objective of the Green Goal initiative was to reduce CO2 emissions by half compared to the 2018 WFC in Prague (6,891 tons of CO2 equivalent in 2018). Through innovative and creative measures, the organisers managed to keep emissions to a maximum of 3,000 tons of CO2, which was also their initial target.



This commitment was inspired by the sustainability efforts of the IFF and the launch of the Swiss unihockey environmental strategy. The initiative set the event apart from previous championship tournaments and other sports, gaining recognition and attracting sponsors. The inception of the Green Goal initiative took shape shortly after the tournament was awarded to Switzerland in 2018.

All activities at the WFC were grouped into five categories: arena operations, team travel and accommodation, fan travel, food at the event and material and waste disposal. Individual measures were set out and implemented for each of the five categories. For example, together with insurance provider Mobiliar, four extra trains were chartered from Swiss railway company SBB; health insurer Concordia invited all 25,000 match-attending school kids to travel free of charge by public transport; and Fleurop had bags, gym bags and cases produced from event branding material. Among other things, these measures resulted in 83% of spectators travelling to the arenas by public transport or bicycle, thus making a major contribution to reaching the targets for CO2 emissions per person (Quantum Consultancy Event Report 2022). The event drew a much larger audience than anticipated, resulting in total emissions of 3,019 tons, achieving the original target despite the event's attendance.





## OBJECTIVES



- Strive for climate-neutral world floorball championship events by 2028.
- Embrace the principles of "Avoid, Reduce, Compensate."
- Comply with the commitments of the UN Sports for Climate Action Framework and the Sports for Nature Framework.
- Develop IFF Environmental Sustainability Guidelines for Event Organisers.

## BENEFITS



- Showcases a pioneering model for climate-neutral sporting events.
- Offers a practical guide for event organisers to implement sustainable practices and reduce environmental impact.
- Highlights how the integration of sustainability can attract sponsors.



With the Green Goal Initiative at last year's World Floorball Championships, swiss uni hockey, together with its committed partners, put into practice a very innovative link between sponsorship, and sustainability creating real added value in the process

JURY, SPECIAL PRIZE FROM SPONSORING SWITZERLAND IN THE "RESPONSIBILITY" CATEGORY AS PART OF THE SPONSORING EXCELLENCE NIGHT 2023

