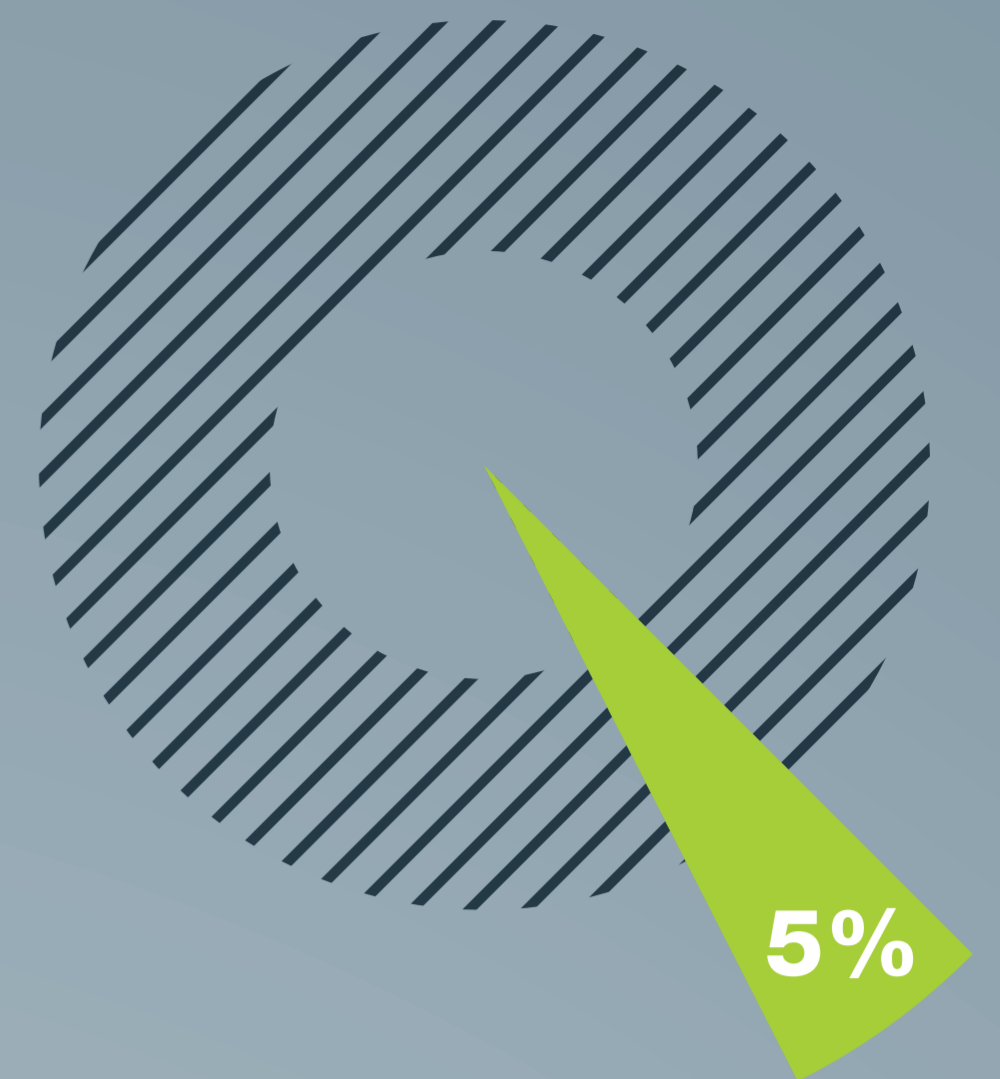


# SUSTAINABLE EVENT TRANSPORT

## MATERIALS AND ENERGY

needed to build a bike are 5% of those to build a car



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

At the 2017 IIHF Ice Hockey World Championship in Germany, the International Ice Hockey Federation, the Local Organising Committee, 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 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.

### OBJECTIVES

The IIHF encouraged accredited participants to use a fun and healthy mode of transport at the 2017 IIHF Ice Hockey World Championship, in order to:

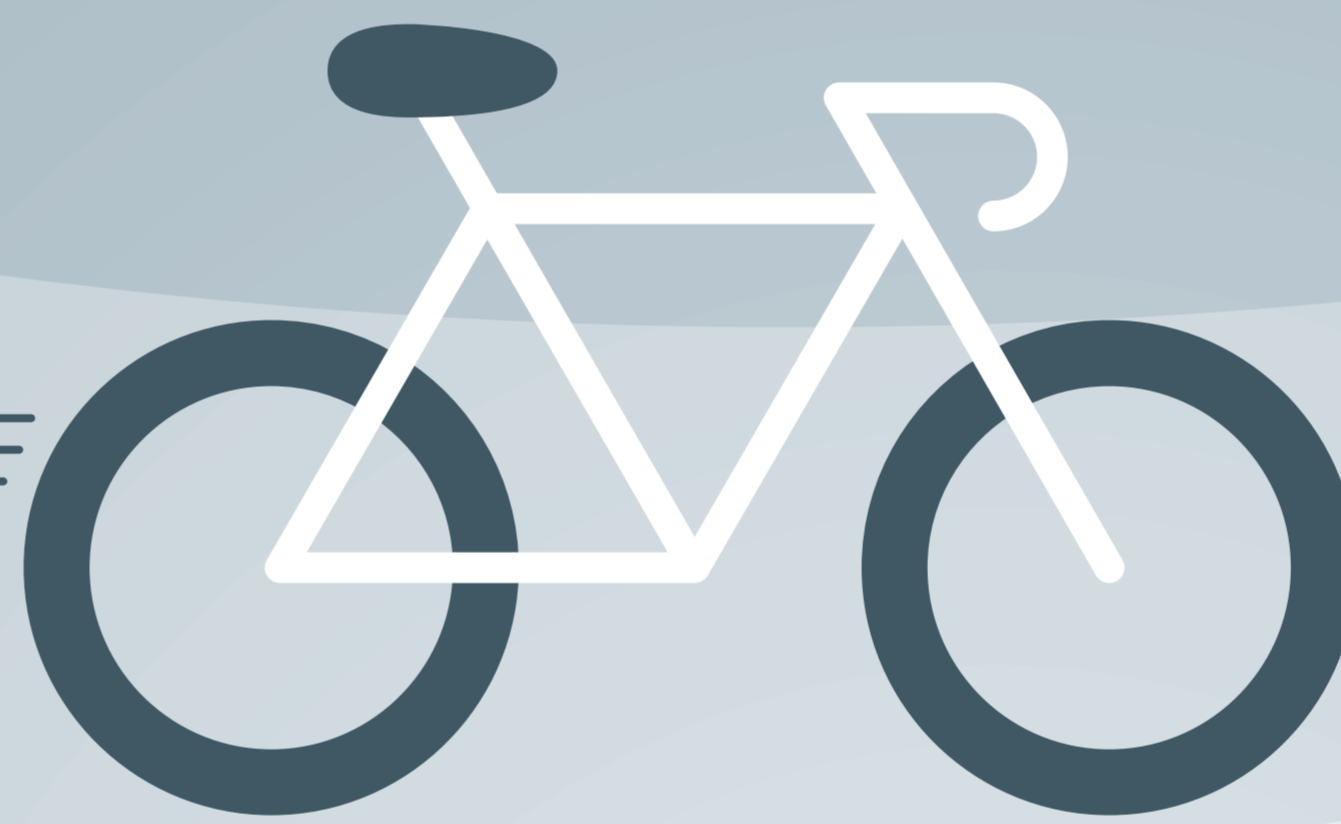
- Promote sustainable and environmentally friendly transport.
- Lower the event's carbon footprint.
- Encourage local sightseeing.
- Reduce the number of parking spaces required.
- Be a sporting role model for sustainability and good health.

### LESSONS LEARNED

- It helps to start early: aim to begin discussions with rental bike station and cities at an early stage of the event planning process.
- 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.

### 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.



### POLLUTION

to the atmosphere and our lung

Using bikes instead of cars lowers the carbon footprint of an event



**20 BIKES**

VS



**1 CAR**

in a single parking space

“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



**GREEN  
INITIATIVE**

# THE WATER SAVERS PROJECT

The IIHF has created and distributed customised **Water Savers** to promote water conservation



In 2013 at the IIHF Annual Congress, the IIHF Social & Environment Committee launched its first water savers distribution project and then started distributing the water savers at various federation events. The water savers were also offered as gifts during special meetings, and were included as part of a package provided to organisers of major IIHF events. The programme consisted of issuing small packages containing three simple devices that are attached to faucets in order to significantly reduce water consumption. The project formed part of an overall effort by the committee to respond to the desire of its members to take a more sustainable approach in daily activities. The IIHF led by example, implementing the water savers in its own offices and supplementing that process by offering packages to its staff members. So far, the feedback has shown a favourable reduction in water usage during the period observed.

## EVENT USAGE

At the 2017 IIHF Ice Hockey World Championship all public washrooms of the LANXESS Arena were equipped with water savers and self-adhesive information sheets were stick on to the mirrors and above hand dryers. This way the IIHF had the chance to inform the fans about the water savers on site and drew their attention to the project.

## COMMUNICATION

When using water savers at an event, it is recommended to inform the users about the project. This will raise awareness and educate them at the same time.

## EVALUATION

The project has received positive feedback from IIHF members:

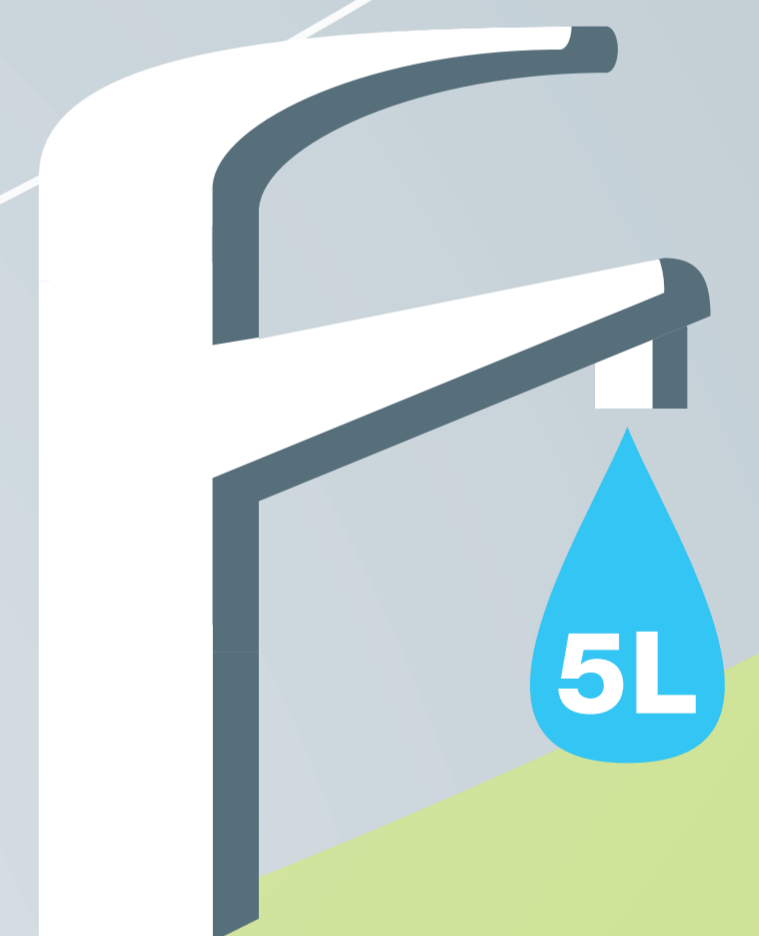
- They thought the water savers were an original and interesting gift that they could use at their events, and considered that they also helped to send a positive message.
- Accompanying the water savers with educational information could highlight facts regarding excessive water consumption, issues regarding water supply and the link between natural resources and sport.

# 500 PACKAGES

the team purchased for this pilot project



“The project has received positive feedback from IIHF members, who thought the water savers were an original and interesting gift.”



# 50%

## WATER AND ENERGY SAVINGS

saves up to 2.5dl heating oil per month and therefore a lot of money

consumes only 5l/min instead of 12l/min



# REPURPOSING OF BANNERS AND ROLL-UPS

The IIHF has refashioned a number of promotional roll-ups and banners into a range of unique and attractive bags.

The IIHF began its banner repurposing project after the annual General Congress in 2012. Members agreed that the roll-ups created for the event carried a significant cost and should be reused in a creative way rather than simply being disposed of. The idea of reusing materials had previously been raised during meetings of the IIHF Social & Environment Committee, and members considered Congress to be the perfect opportunity to kick-start the repurposing programme. After considering several options, the committee decided to partner with Swiss Mountain Hand Bags, a local supplier that specialises in creating bags from various different types of material. Through this agreement, the IIHF successfully repurposed the banners into unique and fashionable bags. The bags all carried elements of the IIHF logo, helping to promote the IIHF, while also proving to be both durable and useful. Rather than selling the bags, the committee has chosen to use them as special giveaways for IIHF invitees, guests and volunteers, which has helped to add prestige to the items.

## OBJECTIVES

The banner repurposing project was created to ensure that banners used at IIHF events would be given an extended value after the events had finished, rather than simply being thrown away. The project was also designed to find a practical and visible way to raise awareness about sustainability within the IIHF and its members.

## TIME & PERSONNEL

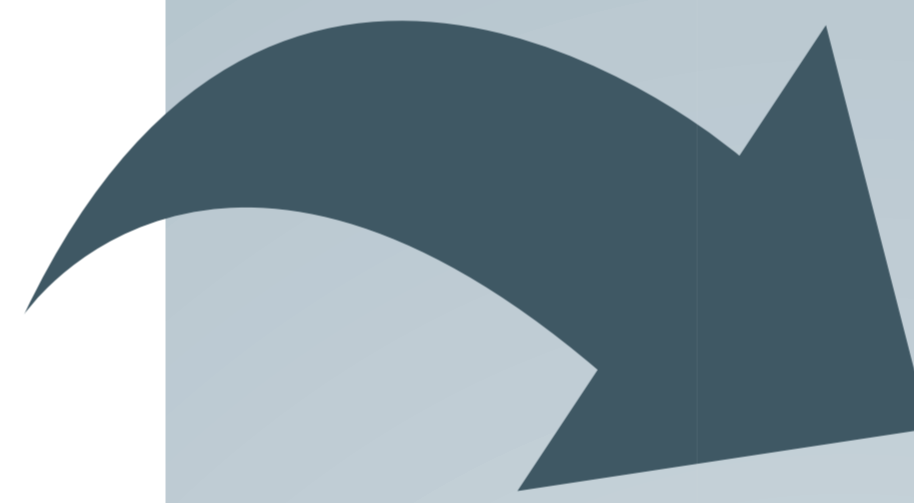
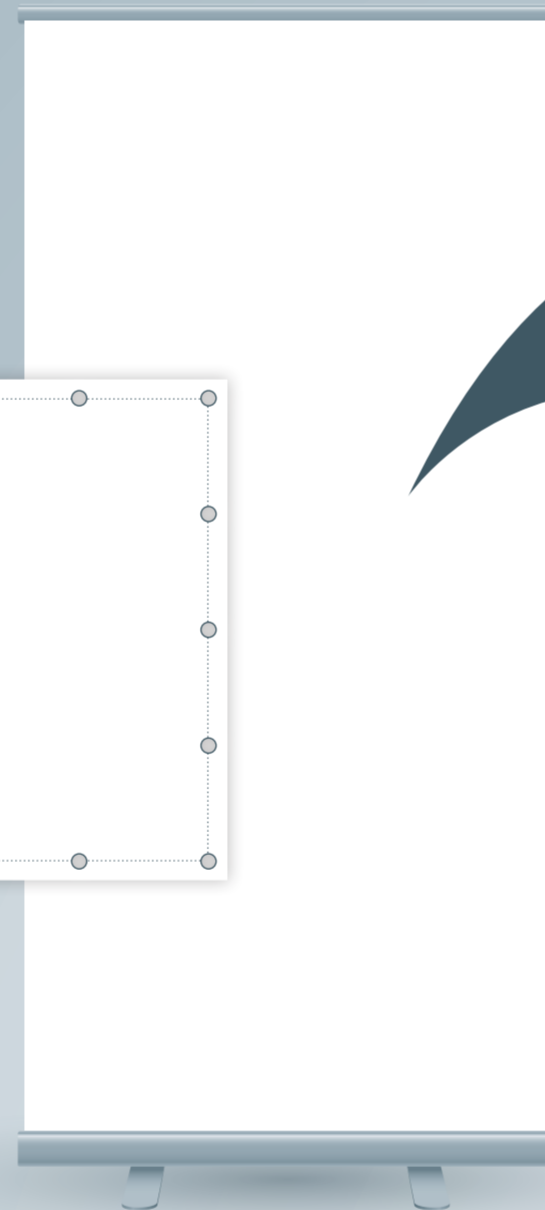
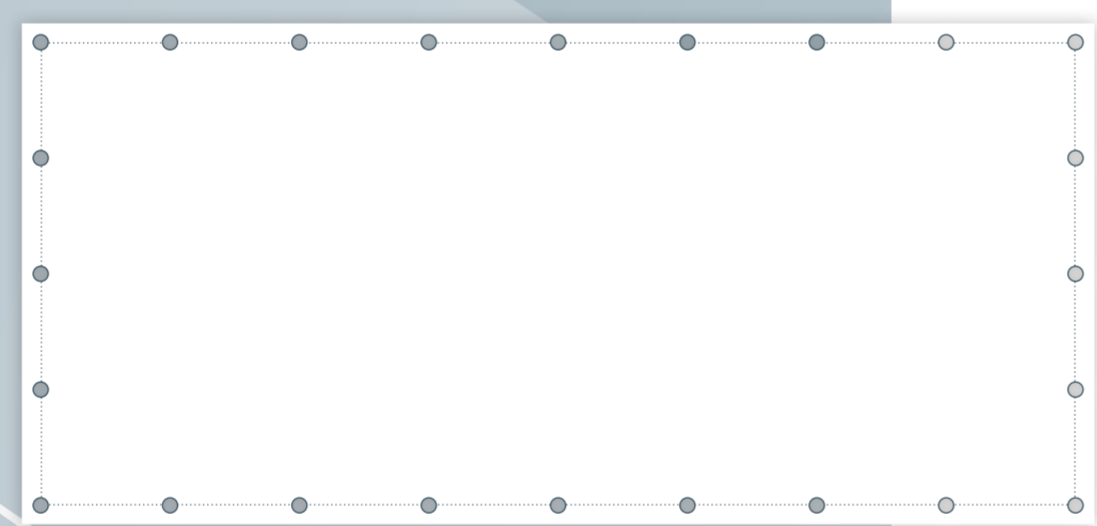
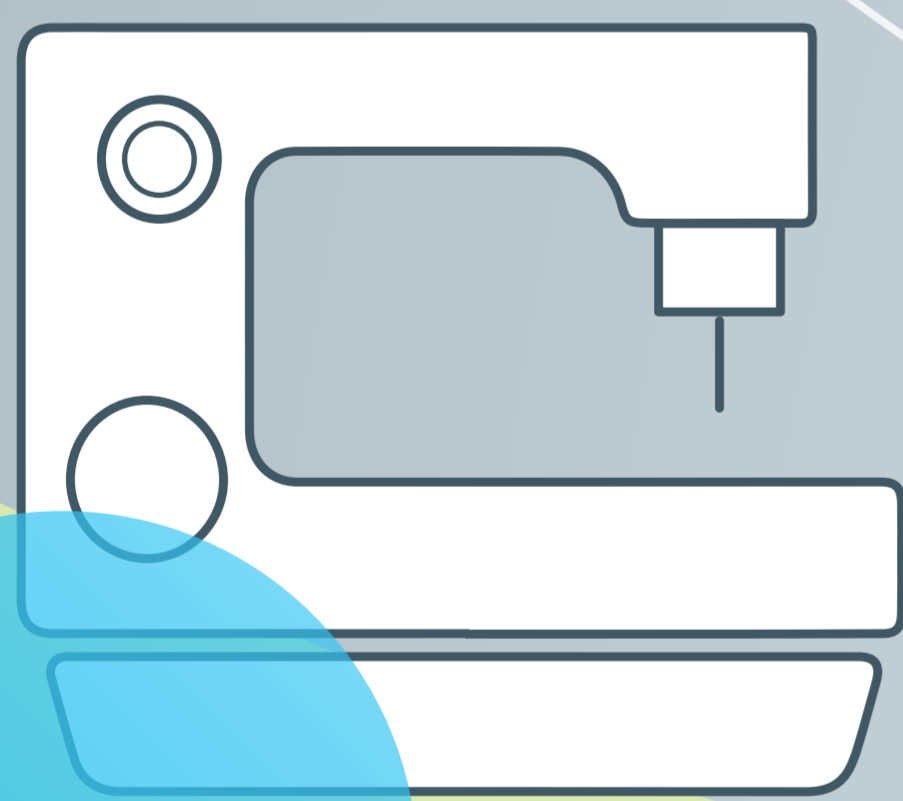
Once the supplier was found, the process was simple: the team submitted the materials and chose the design of the bags. The production time was approximately 1-3 months, depending on the quantity and type of bags.

## COMMUNICATION

An article promoting the project was published in the IIHF Manual for Sustainable Events, and details have been featured on the IIHF website.

## EVALUATION

The project was simple to implement and runs smoothly. The IIHF's key recommendation is to partner with a company that is flexible and willing to help achieve the project's goals. The fact that the supplier has been very responsive has made the process flow easily each time the team has placed a new order. The IIHF also recommends that the team should work alongside the manufacturers to ensure a variety of bags and styles. The committee has decided to focus more on promoting the project as it is felt that such a positive programme warrants more visibility, both internally within the federation and externally with both the IIHF's partners and the general public.



It has been proven that a wide range of styles and colours helps to keep people interested in the products.

To date, more than 300 products have been made using roll-ups and banners from IIHF events.

**1-3 MONTHS**

production time, depending on the quantity and type of bags



Product range: grocery trolleys, shopping bags, small handbags, grocery trolleys, backpacks and travel bags



**GREEN INITIATIVE**