



A SUSTAINABILITY STRATEGY FOR HOCKEY

NOVEMBER 2022

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1. A SUSTAINABLE VISION

**2. THE SUSTAINABILITY
FRAMEWORK**

3. TARGETS

**4. REPORTING AND
COMMUNICATION**

WHY DO WE NEED A SUSTAINABILITY PLAN?









- To build a healthy long term future for hockey
- Because it is the right thing to do for hockey and for the planet
- It is part of our Corporate responsibility and good governance
- Our athletes, fans, the media and the IOC are increasingly focused on the sustainability of hockey, the Olympic Games and the Olympic Movement

WHAT HAVE WE DONE TO DATE?

- 2013 ● Launched Hockey Revolution strategy to grow profile of hockey and secure Olympic status
- 2014 ● Gender Equality campaign
- 2015 ● State of the Game survey 1
- 2018 ● Grow Hockey development strategy, Hockey 2024, launched and State of the Game Survey 2
- 2019 ● Dry Turf project established
- 2021 ● State of the Game survey 3

HOCKEY 2024 GLOBAL DEVELOPMENT STRATEGY



PARTICIPATION	EDUCATION	INFRASTRUCTURE	INSPIRATION
<p>More people participating in hockey globally</p> 	<p>Better skilled and more professional hockey people</p> 	<p>Stronger club, school & organisation networks</p> 	<p>Hockey is a force for good in the world, as an advocate and contributor to the UN SDGs</p> 
<p>More nations participating in international events</p> 	<p>Hockey athletes at the heart of hockey programmes</p> 	<p>More places to play and better access to equipment</p> 	<p>Hockey is a force for good in the world, as an advocate and contributor to the UN SDGs</p> 

UN SUSTAINABLE DEVELOPMENT GOALS

Agreed by the United Nations in 2015, the Agenda 2030 for Sustainable Development is the global plan of action for People, Planet and Prosperity



THE UNITED NATIONS RECOGNISES THE IMPORTANCE AND ROLE THAT SPORT CAN PLAY

Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization 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.

IOC SUSTAINABILITY STRATEGY

Led by the UN SDGs, the IOC has selected those that are most relevant and will deliver and measure against 5 Focus Areas:

- Infrastructure and Natural Sites
- Sourcing and Resource Management
- Mobility
- Workforce
- Climate



UN SDG GROUPINGS PROVIDE OUR FOCUS

The 17 UN SDGs are grouped as shown and the FIH will focus initially on 2 SDGs from each of the 3 major areas:

People
Planet
Prosperity

PLANET



PEOPLE



PROSPERITY



PARTNERSHIPS



PEACE



MAXIMISING HOCKEY'S IMPACT

- By adopting the leadership of the United Nations, the IOC have recognised the opportunity for sport to contribute positively to global development goals
- As an Olympic International Federation, the FIH take our lead from the IOC and set the framework for all of hockey
- Continental Federations structure their activity within the FIH framework and help National Associations to align with the global strategy
- Clubs, schools and domestic leagues have a key role to play, as does every member of the global hockey family



FIH FRAMEWORK FOR HOCKEY

***AfHF
activity***

***AHF
activity***

***EHF
activity***

***OHF
activity***

***PAHF
activity***

***140 NATIONAL ASSOCIATIONS
& PARTNER/SUPPLIER ACTIVITY***

THOUSANDS OF CLUBS AND LEAGUES

MILLIONS OF INDIVIDUALS

THE VISION - A SUSTAINABLE FUTURE FOR HOCKEY

Creating a “Sustainable Future for Hockey” means ...

- having a positive impact on all **People** involved in hockey
- hockey activities leaving as small a footprint on the **Planet** as possible
- ensuring the future **Prosperity** of hockey by maintaining our Olympic status and generating income to further invest in the growth of the game

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SUSTAINABILITY STRATEGY FOR HOCKEY

- A structure benchmarked against the UN Sustainable Development Goals and recognised by the IOC, within which we can place existing activity and identify areas for initiatives and projects
- Enables us to explain how and why we make decisions for the long term sustainable growth of our sport
- Illustrates how every member of the Global Hockey Family, from players to coaches, administrators to officials, fans to volunteers and commercial partners and suppliers, can contribute to a Sustainable Future for Hockey
- Demonstrates to the UN, IOC, to athletes and to the world that Hockey makes a positive contribution globally and is on the right path



THE SUSTAINABILITY STRATEGY FOR HOCKEY HAS 3 FOCUS AREAS



**Global Hockey Family
partners and
stakeholders**

PEOPLE		PLANET	PROSPERITY
3. Good Health and Wellbeing 4. Quality Education 5. Gender Equality 10. Reduced Inequalities		12. Responsible Consumption and Production 13. Climate Action	8. Decent work and economic growth 9. Industry, Innovation and Infrastructure
FIH STAFF AND OPERATIONS, CFs & NAs	PLAYERS, OFFICIALS AND VOLUNTEERS	SPECTATORS & FANS	PARTNERS & SUPPLIERS

1. PEOPLE

Having a positive impact on all PEOPLE involved in hockey

- Provide opportunities for everyone to become involved in hockey as a player, official, fan, volunteer or administrator regardless of age, gender, religion, demography or ability
- Drive universal growth of hockey
- Have a positive impact on the communities within which hockey is played
- Provide best practice education activities and courses for the global hockey community
- Strong Governance structures at all levels of the sport
- Ensure to give further visibility of gender equality matters

2. PLANET

Hockey activities leaving as small a footprint on the PLANET as possible

- **Water**

- Reducing and conserving the amount of water used on water based pitches and at events and in-clubhouses around the world

- **Carbon footprint**

- From reducing travel for events and meetings, to offsetting essential travel, to everyday habits that reduce our carbon footprint (cycle/walk to work, electric buses and trains)

- **Plastic**

- From turf to sticks, balls to single use water bottles, identifying ways to reduce the plastic used in-hockey, recycle wherever possible and find end of life solutions for artificial turf pitches and hockey equipment

3. PROSPERITY

Ensuring the future PROSPERITY of hockey

- Grow awareness and attractiveness of hockey to generate more fans, increased media/broadcast coverage and therefore increased income to invest back into the game
- An event portfolio that balances income generation with geographic distribution of events to grow hockey globally
- Move up the IOC funding groups from Group 4 to Group 3
- Manage costs and continue to innovate to find new economically viable solutions to deliver events and grow the sport

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SUSTAINABILITY TARGETS FOR HOCKEY

PEOPLE

Drive universal growth of hockey

- 50:50 gender split for every type of participant, measured through the biennial “State of the Game” survey
- 50:50 split of male and female officials appointed to all FIH events
- LGBTQI+ policies and procedures in place and fully implemented globally
- Maintain gender equality in Players, Events Conception and Communication
- Improve gender equality in Coaches, Officials and Governance

Have a positive impact on the communities within which hockey is played

- Sport for Development projects running in every Continent

Provide best practice education activities and courses for the global hockey community

- Run Sustainability workshops and courses through FIH Academy

Gender equal educators and participants in FIH Academy Courses

- Top Tier Sustainable IF in annual ASOIF survey
- Recognised as best practice within Olympic movement
- All Continental Federations and National Associations aligned and following Sustainability Strategy for Hockey
- Equality (gender, nationality and ability) of members in high decision making bodies, Committees, working group members and Congress Delegates

UN Women programme

- Join UN Women Initiative by end of 2022



SUSTAINABILITY TARGETS FOR HOCKEY

PLANET

Follow UN Strategic Framework on Human Rights

- Review all contracts, Host agreements and constitutional documentation to ensure that people's rights are put at the core of FIH's operations and are respected in line with international agreements and standards – within its remit.
- Carry out an audit of our International Federations activities with a view to identifying proactive measures on human-rights related challenges and risk areas.
- Identify a priority order for implementation of the proactive measures and risk management.

Join UN Sport for Climate Action framework

- Define data points and scope of action plan for FIH by end 2022
- Collect baseline data for FIH on carbon emissions by June 2023
- Become a signatory to the Sport for Climate action Declaration and send letter of commitment to UNFCCC secretariat June 2023
- Set interim and long-term KPIs based on baseline data measurements by June 2023

Join UN Clean Seas programme

Commit to UN #Clean Seas campaign in 2022 and promote this initiative on FIH website with an article and press release.

- Make an FIH commitment to the Big Plastic Pledge via Athlete Committee sign up in 2022 (www.bigplasticpledge.com)
- Commit to having no plastic packaging in distribution for FIH shop from its launch in 2022.
- Commit to no plastic bottles being used at FIH office from 2022

Reduce water usage to play hockey

- Artificial turfs that no longer require watering in use at FIH events by 2026
- No new turfs built that require watering after 2030

A carbon neutral sport by 2040

- Reduction in carbon usage and offsetting programmes in all Continents
- Offset air travel for international competition
- FIH Events carbon neutral by 2030

Re use and recycle all plastic used in hockey

- Artificial turfs, hockey sticks, balls and protective equipment
- FIH Quality Programme Sustainability standards set and monitored for the production of all hockey equipment



SUSTAINABILITY TARGETS FOR HOCKEY

PROSPERITY

Grow awareness and attractiveness of hockey to generate more fans, increased media/broadcast coverage and therefore increased income to invest back into the game

- 1 million registered fans of hockey on Watch. Hockey platform by 2024
- 3 new commercial partners by 2026 generating \$1 million in revenue to invest back into the game

An event portfolio that balances income generation with geographic distribution of events to grow hockey globally

- Take FIH events to every continent during every 4 year Olympic cycle

Manage costs and continue to innovate to find new economically viable solutions to deliver events and grow the sport

- Communicate clear rationale, in line with Sustainability Strategy, for event host selection
- Big Stadium Hockey events across 10 countries by 2030
- Hockey5s World Tour events in every continent by 2024
- 120 nations playing international competition by 2026



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REPORTING

- Biennial FIH Sustainability report
- ASOIF reports
- IOC and UN reports
- CF and NA assessment
- Biennial Sustainability Awards at FIH Congress:
 - People
 - Planet
 - Prosperity

COMMUNICATION PLAN

- Sustainability section on FIH website
- Promotion of local, national, continental and global projects through FIH Social Media channels
- Media events and stories
- International Relations and Stakeholder communications plan

TOGETHER WE CAN MAKE A DIFFERENCE



THANK YOU