

Press release

myclimate and the International Floorball Federation join forces

Zurich, 19th of May - Sustainability and climate protection has become a topic that sport cannot overlook these days. It has been a part of International Floorball Federations (IFF) work in the past, but starting from 2019, the federation has included sustainability as an integral part of its activities. myclimate has agreed to help the IFF become a leading sports federation to drive the change.

Recent news of the alarming status of climate change has moved this as a high priority of the federation. The partnership negotiations with myclimate coincided with the on-going [IFF strategy work](#) (link). As the first sign of its commitment, the IFF signed the [UN Sports for Climate Action](#) charter in December 2019.

myclimate and the IFF have negotiated a partnership to have the brightest minds and best know-how to put sustainability into action. In the first stage, myclimate and the IFF will evaluate the major floorball events to identify measures to minimize the harmful effects on the environment. Further, there is the possibility to mitigate the part of Co2-emissions that cannot be avoided through climate protection projects orchestrated by myclimate. The LOC of the World Floorball Championships 2022 in Switzerland has already initiated discussions with myclimate. With the assistance of myclimate, the IFF will also publish a Sustainability Manual for its event organizers to facilitate their planning efforts.

To carry out its work to promote, foster, and grow the sport of floorball, the IFF staff also must travel. As these emissions cannot entirely be avoided, the target is to compensate these through carbon offset projects.

"I'm thrilled to start working together. I'm looking forward to creating measurable solutions for us and our partners with the help of myclimate", says Sales Coordinator, Tero Kalsta from the IFF. "The IFF cannot overlook its responsibility towards the environment and its community. It also presents solid building blocks for the on-going planning of the future strategy of the IFF", John Liljelund, Secretary-General at the IFF, explains.

One of the IFF main sponsors, floorball equipment manufacturer UNIHOC, is going to seize the opportunity and start mapping further steps to include sustainability into its production. During spring, they launched their first product manufactured from bioplastic raw material. For myclimate, cooperation offers a plethora of opportunities to create new relationships and create further awareness of its work towards fighting climate change. The service portfolio does not only comprise of consulting and climate protection projects but also educational services. "In our minds, the IFF is one of the pioneers in its field as it is the first global sports federation that we will be partnering with since we started in 2007. Sport has a unique position as a role model and changemaker in the society, so we are excited to see this power in action and the ensuing results" Kai Landwehr, Head of Marketing at myclimate describes the new relationship.

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About the International Floorball Federation

International Floorball Federation (IFF) is the head organisation of world floorball. IFF's core mission is to promote, develop and most of all nurse and service its stakeholders and further protect world floorball at every possible level of the game and finally spread the knowledge based on the principle of unity, equality and solidarity and to deal with all questions relating to world floorball. The International Floorball Federation was founded 12th of April, 1986 in Huskvarna, Sweden, by the floorball associations of Finland, Sweden and Switzerland. At this moment, the IFF has 74 Member Associations. IFF is a full member of IOC, an ordinary member of Sport Accord. IFF is also a member of the European Sponsorship Association (ESA).

About myclimate

myclimate is a partner for effective climate protection, globally and locally. Together with industry partners and private individuals, myclimate wants to shape the future of the world through advisory services and educational programmes, as well as its own projects. It does so in a market-oriented and customer-focused way as a non-profit organisation.

This international initiative with Swiss roots is one of the world's quality leaders in voluntary CO₂-compensation measures. Its customers include large, medium-sized and small companies, public administrations, non-profit organisations, event organisers and private individuals. Via its partner organisations, myclimate is represented in other countries such as Germany, Austria, Sweden or Norway.

The high-quality projects promote quantifiable climate protection and greater sustainability worldwide. CO₂ emissions are currently compensated voluntarily by means of more than 125 climate protection projects in 37 countries. Emissions are reduced there by replacing fossil energy resources with renewable energies, and by implementing local afforestation measures with smallholder farmers and energy-efficient technologies. myclimate climate protection projects meet the highest standards (Gold Standard, Plan Vivo), which are not only proven to reduce greenhouse gases locally and regionally, but also make a positive contribution to sustainable development.

myclimate encourages everyone to make a contribution to our future, through interactive and action-orientated educational programmes. With this aim in mind, myclimate has already reached more than 25,000 school children and 10,000 trainees in Switzerland, and established a global network of 1,600 students and young professionals. Moreover, the foundation also advises on integrated climate protection with tangible added value. In the field of CO₂ and resource management, myclimate supports companies with advice, analyses, IT tools and labels. The portfolio ranges from simple carbon footprints (emissions calculations) at the corporate level through to comprehensive life cycle assessments for products. Our experienced advisors help with identifying and tapping into potential in the areas of energy and resource efficiency.

Since the foundation was established, the myclimate climate protection projects have created thousands of jobs, protected biodiversity and improved the general living conditions of hundreds of thousands of people. Not least because of this, the German Federal Environment Agency is explicitly showcasing myclimate as a supplier for voluntary CO₂ compensation. In both 2015 and 2012, the Secretariat of the United Nations Framework Convention on Climate Change (UNFCCC) recognised two myclimate projects as "game-changing Climate Lighthouse Activities", which were subsequently honoured by UN Secretary-General Ban Ki-moon at the UN climate conferences in Paris and Doha. In addition, the myclimate education project "KlimaLokal" was awarded the Milestone Prize in 2012, the Swiss tourism industry's highest distinction. In May 2016, myclimate received the Swiss sustainability award PrixEco.

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