THE CHL

SUSTAINABILITY PLAYBOOK

WHY THIS DOCUMENT?

The goal of this document is to give you a condensed overview of sustainability actions you can take to make your club and events more sustainable. You can use these insights to structure your organisation as a whole and set it up in a more sustainably run enterprise, as well as for CHL games or your regular season games. The playbook is based on the criteria that independent research body RESPONSIBALL has been using for more than 10 years to rank international football clubs for their Environmental, Social and Governance performance (ESG). To align with the GSS 7 Sustainable Pillars we have relabelled the categories, though. If you don't know where to start and have Impacts identifying material sustainability impacts, then this playbook can be a great starting point for your organization.

HOW TO READ AND USE THIS DOCUMENT

For each pillar, we've identified sustainability "Impact" areas. These are the areas in which you as an organisation can take steps towards a more sustainable event or organisation The possible steps you can take are outlined under "Measures". Measures are short descriptions of actions you can take to have a positive impact in each of the seven pillars.

Start by going through the list of measures that you can see in each area and determine what you deem to be **M**ust-Have, **S**hould-Have, **C**ould-Have and **W**on't-Have (MSCW) measures. This very much depends on where your organisation is, how much influence you have on our own arena and what sort of resources you have available to tackle these issues. Focus on your Must-Have and Should-Have measures and write down what you decided to do.

If you are interested in a more comprehensive guidance for environmental aspects only, please see document "Environmental Playbook for Ice Hockey Games". You can find this on chl-sustainability.com, as well.

PARTNERSHIP PARTICIPATION PEOPLE PLANET POWER PROFILE PROSPERITY

PLANET

IMPACT	MSCW	MEASURE	DESCRIPTION	RESPONSIBILITY	DEADLINE	ACTION TAKEN
Transport		Fan travel	The club provides its own, or supports fan-organised, transportation schemes for away games, e.g. carpooling or fan trains.			
Transport		Fan travel tracking	The club tracks and reports how fans are travelling to the stadium.			
Transport		Public transport nudging	Public transport discounts are available upon purchasing game tickets to encourage use of public transport.			
Transport		Walking and Biking promotion	The club promotes walking and cycling to its stadium and provides bicycle parking/locking facilities.			
Waste		Waste separation	The club separates the waste produced.			
Waste		Single-use plastics	A policy to ban single-use plastics and/or requirements to use reusable cups are in place.			
Waste		Waste reporting	Total waste production is reported by the club.			
Water		Water-saving	Water-saving methods are in place.			
Water		Water reporting	Total water consumption is reported by the club.			
Energy		Energy reporting	Total energy consumption is reported by the club.			
Energy		Renewable energy	The club actively uses renewable energy.			

Emissions		CO_2 emissions	Total CO_2 emissions are reported by the club.			
Emissions		Climate strategy	The club has a climate strategy or net zero commitment with a CO_2 compensation plan.			
Emissions		CO_2 fan compensation	The club provides an option where fans can compensate their CO_2 footprint during ticket sales.			
Infrastructure		Certification	The stadium construction has achieved an environmental certification.			
Food & Beverage		Meat-free options	Vegetarian/vegan and sustainably sourced food options are available in the stadium on Game Day.			

PEOPLE

IMPACT	MSCW	MEASURE	DESCRIPTION	RESPONSIBILITY	DEADLINE	ACTION TAKEN
Inclusion		Accessibility for fans	Game Day accessibility information is provided for disabled supporters. The club's website is barrier-free.			
Inclusion		Disability access officer	The contact information for a Disability Access Officer is available.			
Inclusion		Concessionary tickets	The club offers concessionary ticket prices to encourage access for all fans (families, kids, students, pensioners, etc.).			
Inclusion		Game access	The club invites the following groups to home games for free (or significant reductions): people with lower income, elderly people, refugees, and other vulnerable groups.			
Fan Engagement		Dialogue with fan groups	The club works with a fan work organisation or engages actively and regularly with their fans to maintain a dialogue.			
Fan Engagement		Supporter Liaison officer	The contact information for a Supporter Liaison Officer or a fan worker is available.			
Health & Safety		Anti-smoking	A smoking restriction banning use of tobacco within the perimeters of the stadium is enforced.			
Health & Safety		Responsible drinking	The club has a responsible drinking policy.			

Non-discrimination		Equal opportunity	An equal opportunities policy is in place.			
Non-discrimination		Anti-discrimination	The club has a clear statement against any forms of discrimination (including racism, antisemitism, and homophobia) and a commitment to diversity, equity, and inclusion.			
Safeguarding		Children welfare	The club has a policy in place to protect the welfare of children playing for the club's youth programs.			
Safeguarding		Stadium rules	Stadium rules and regulations are available for all stadium visitors.			
Safeguarding		Contact person	The club has established a point of contact to report on misuse/abuse.			

POWER

IMPACT	MSCW	MEASURE	DESCRIPTION	RESPONSIBILITY	DEADLINE	ACTION TAKEN
Organisational Structure		Public structure	Information on the highest governance body is available on the club's website.			
Organisational Structure		Female representation	There is at least one female representative on the highest decision-making body (board) of the club.			
Organisational Structure		Women's sports	The club has an organised women's hockey program and girls and women are given a chance to play league hockey.			
Constitution, statutes, or charter		Web-inclusion	The club's constitution, statutes and/or charter are available on the website. They include a reference to sustainability.			
Code of Conduct		Publication of code	The club's code of conduct is available. It includes an anti-corruption policy.			
Sustainability Reporting		Mention of actions	The club reports on its CSR/ Sustainability activities.			
Sustainability Reporting		Report made public	A CSR/Sustainability report is available on the website.			
Sustainability Reporting		Contact person for CSR	The contact information of a person responsible of CSR/Sustainability is available on the club's website.			
Procurement/ Sourcing		Merchandising sourcing	The club has a sustainable purchasing procedure in place for their merchandising products.			
Procurement/ Sourcing		Purchasing policy	The club has a local purchasing/ sourcing policy.			

PROSPERITY

IMPACT	MSCW	MEASURE	DESCRIPTION	RESPONSIBILITY	DEADLINE	ACTION TAKEN
Financial sustainability		Reporting	A financial report is available.			

PARTNERSHIPS

IMPACT	MSCW	MEASURE	DESCRIPTION	RESPONSIBILITY	DEADLINE	ACTION TAKEN
Sponsorship		CSR-related engagement	The club engages with the club sponsors on CSR/Sustainability initiatives.			
Sponsorship		Partner actions	The club's sponsors act environmentally and ethically sustainable.			

PROFILE

IMPACT	MSCW	MEASURE	DESCRIPTION	RESPONSIBILITY	DEADLINE	ACTION TAKEN
Awareness		Player involvement	Players are involved in environmental as well as social awareness projects.			
Awareness		Visible commitment	There is a commitment to raise awareness of environmental and social initiatives.			

PEOPLE

IMPACT	MSCW	MEASURE	DESCRIPTION	RESPONSIBILITY	DEADLINE	ACTION TAKEN
Inclusion		Events with vulnerable groups	The club organises events/activities for the following groups: families, elderly people, refugees, other vulnerable groups.			
Community Development		Collaboration with youth programs	The club works with local schools or youth programs.			
Community Development		Player involvement	The club works with players to ensure their involvement in school/ youth programs.			
Community Development		Collaboration with other groups	The club works with governmental and/or non-governmental organisations on community engagement projects.			

CHAMPIONS
HOCKEY LEAGUE

Champions Hockey League AG
Gubelstrasse 24, 6300 Zug
Switzerland

+41 44 562 27 77
www.chl-sustainability.com
www.championshockeyleague.com
#championsgobeyond