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*A Holistic Approach to Sustainability for Ice Rinks*





# A HOLISTIC APPROACH TO SUSTAINABILITY FOR ICE RINKS

*Presented by: Anne-Cécile TURNER co-founder  
of bloomUp, sustainability consultancy*





# OVERVIEW

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Sport &  
Sustainability

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Ice Rinks

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Sustainability. Innovation. Impact.



## WE ARE

A **disruptive sustainability agency** working with the world's largest sports events, corporate and non-profit industries, based in Lausanne.



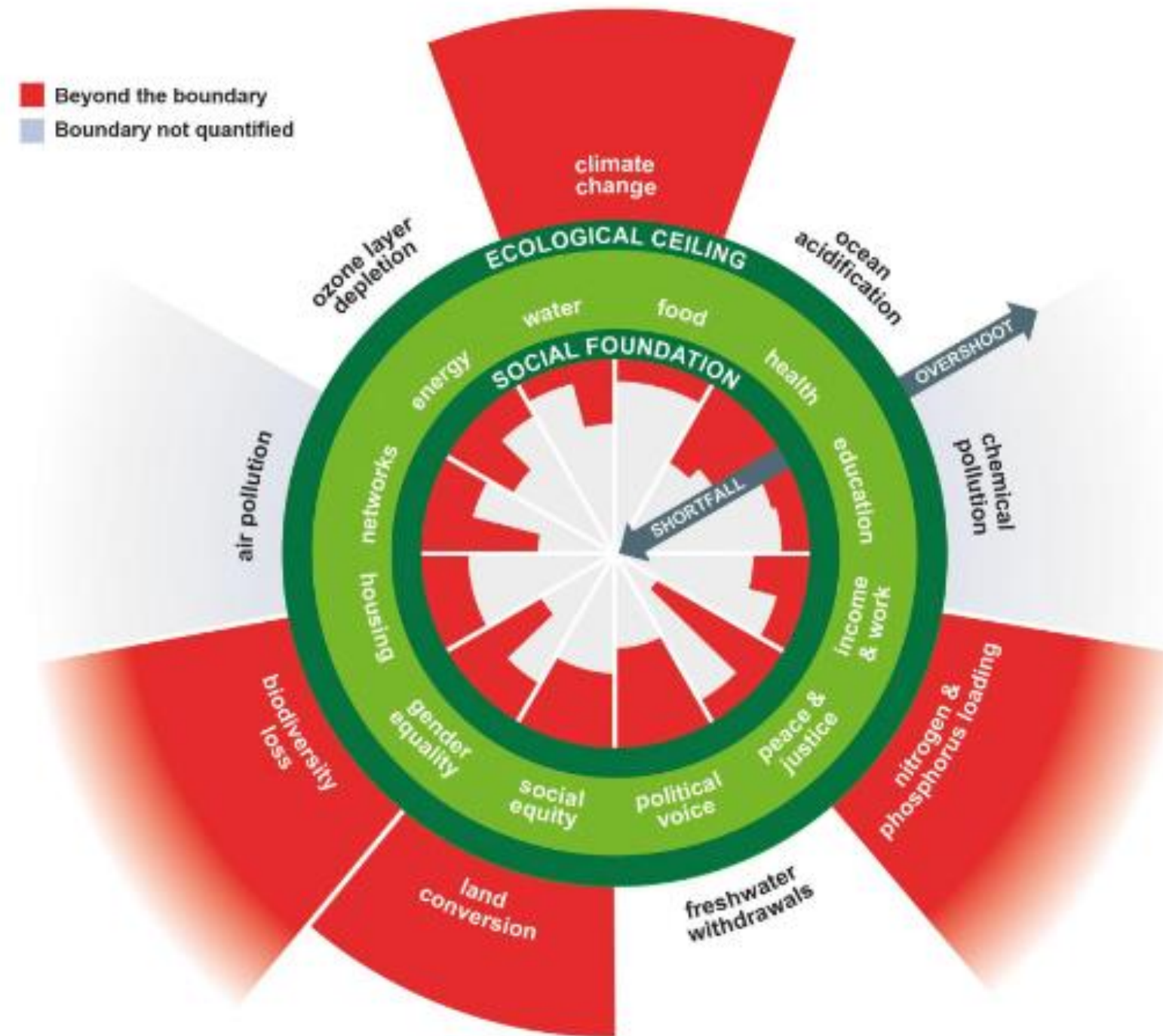
## OUR MISSION

help organisations towards a better society that integrates **planetary boundaries, social justice, and business opportunities.**





# HUMANITY IS LIVING OUT OF BALANCE



Kate Raworth The DONUT Theory



# Global Sustainability Trends 2023





# CONTEXT

## Key sustainability trends

- Targeting GHG emissions: **net positive**
- **Renewable energy**
- **Soft mobility**
- **Circular economy**
- Gender equality to **Diversity Equity Inclusion**
- **Regulations**, Transparency and reporting (CSRD/  
Greenwashing)
- **Biodiversity** and preservation of ecosystems
- SBTi , Science-Based Targets

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**TOWARDS  
REGENERATION**





# CONTEXT

## Key sustainability trends in SPORTS

- Eco-responsible events
- Reducing the carbon footprint
- Waste management systems
- Sustainable infrastructure design
- **Fan and athletes awareness and engagement**
- Gender equality --> DEI
- Preservation and restoration of local ecosystems
- Intelligent and soft mobility
- Social injustices / Integrity & Safeguarding
- Standards (CSRD) and certification (ISO 20121:2024)
- Digital, AI and technology innovations
- Economic integration



# CASE STUDY: THE OCEAN RACE

## RACING WITH PURPOSE

- The Race to Net Positive
- Protection of 30% of the ocean by 2030
- Advocating for policy, commitments and action
- Science, Education, Ocean Summits and Awareness

### Impact Partners



### 3 Themes

IMPACT

FOOTPRINT

LEGACY





# RISKS AND OPPORTUNITIES



# RISKS

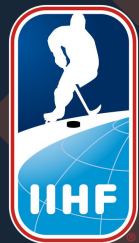
- Increased Regulation (CSRD, ESG, Greenwashing Law,...)
- Unacceptable Energy consumption
- Excessive Water usage
- Economic viability
- Social acceptance
- Reputation, particularly winter sports



# OPPORTUNITIES

- Energy efficiency innovation
  - Renewable energy integration
  - Water conservation technologies
  - Green building practices
  - Community and multi-use facilities
  - Biodiversity integration
-





# HOW TO GROW THE PRACTICE OF ICE HOCKEY WITHIN OUR PLANETARY BOUNDARIES?





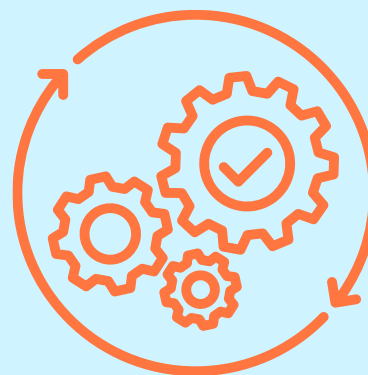


# APPROACH

How to grow in a sustainable way ?



ASSESSMENT



OPTIMISATION



INNOVATION





# ICE RINKS ASSESSMENT



## DATA DRIVEN APPROACH

- SITUATION ANALYSIS:
  - nb of ice rinks
  - existing usage
  - timings
  - audience
  - environmental impact (GHG, water, energy,...)
  - social Impact (health, wellbeing, community engagement)
- AN ECOSYSTEMIC APPROACH: Include all STAKEHOLDERS
- Strong and comparable data management system







# OPTIMIZATION

## TOWARDS LONGEVITY

- 80% of the ice rink fleet in North America 4500, 20+ years old
- At least half of the rinks fleet in Canada is over 30 years old
- Revitalization of community ice rinks
- Spread Elite and grassroots time for practice







# INNOVATION

## ACCELERATE COLLABORATION

- Foster **sustainable innovation** in water and ice management, renewable energy practices (less carbon, lower costs, electric option, best paints, efficient lighting, ventilation, ice making and monitoring, efficient water solutions, natural refrigerants,...)
- Spread the use of **Synthetic Ice** / recycled material / create solutions for the end of life
- From Innovation to **policy**: scale the best practice through more sustainable policies
- Launch the **Sustainable Ice Rink Alliance**, a collaborative ice rink platform to enable technical and strategic thought leadership at all levels







# IMPLEMENTING A HOLISTIC SUSTAINABILITY PLAN FOR ICE RINKS

## ASSESSMENT

- Conduct an initial sustainability audit to identify key areas for improvement.

## GOAL SETTING

- Set specific, measurable, achievable, relevant, and time-bound (SMART) goals for sustainability / Data reporting system

## ACTION PLAN

- Develop a step-by-step action plan that includes timelines, responsibilities, and resources needed.

## MONITORING & REPORTING

- Regularly monitor progress and adjust strategies as needed.
- Report on sustainability achievements to stakeholders and the community



# INSIDE THE RINK ON THE ICE







OFF THE ICE





# GUESTS AREAS





OUTSIDE THE RINK



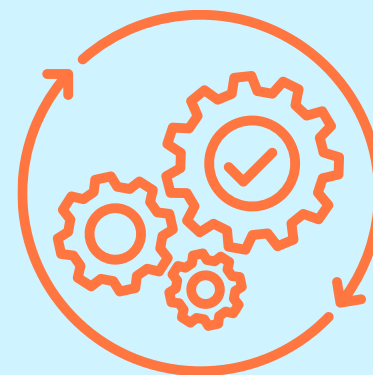
# CONCLUSION

How to grow in a sustainable way ?



## ASSESSMENT

CONDUCT A HOLISTIC,  
DATA DRIVEN AND  
INCLUSIVE  
ASSESSMENT



## OPTIMISATION

- SPACE
- TIME USAGE
- NEW CROWDS
- ECONOMIC ASPECT



## INNOVATION IN GROWTH

- FOSTER A WORKING GROUP
- SUPPORT AND PILOT IDEAS
- COLLABORATE TO ACCELERATE CHANGE





Sustainability. Innovation. Impact

## CONTACT

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