

Axel Sierau

Cologne, May, 30th 2019

Green Home Games - sustainability



not Mister Green
e gaming



not Mister Hulk



not Mr. Greenpeace



GREENPEACE





KLOPP:

just a normal person –
"I AM THE
NORMAL ONE"

"I AM THE NORMAL ONE"





for-profit:

- 01/19 consultant for start-ups
- 12/18 product manager in pharma industry
- 04/17 member of EHF Scientific Network Group of Specialists
- 01/15 initiator and co-founder of SportTreff Cooperative, Cologne
- 12/17 Foundation “memory of city”,
cause of collapsed archive of Cologne in 2003
- 12/17 founder of “Marketing Minds” agency for marketing
- 03/12 lecturer at several universities of applied sciences:
Macromedia University, IBA-University of Cooperative Education,
German Sports Academy, IST University of Applied Sciences,
University of applied sciences Europe, FOM university for professionals;
- 05/11 member of ehf organising committee of „EHF Club Manager Seminar“ in C
- 12/13 initiator and co-founder of entrepreneurship
„Sport Meets Charity“ (CSR in sports)
- 04/98 project manager (events and marketing)
- 05/08 member of the Institute of Sport Economics and
Sport Management of German Sport University Cologne



r for ehf:

... tbd ...

Green Home Games - sustainability

investors in handball – Financial Fair Play (with Thorsten Dum)

internationalization and digitalization in handball (with Oliver Gilhaus)

influencer marketing in handball

Customer Relationship Management (CRM) in handball

merchandising - the club – fan connection - fans co-create

media management, best practice, second screen, get the dialogue started

brandbuilding and –management in spectator sports - cases

corporate social responsibility in sports

04/17 member of EHF Scientific Network Group of Specialists



r non-profit:

- 2016 member of business development of sportgrenzenlos gGmbH – inclusion table tennis (Holger Nikelis paralympic winner 2008 + 2012)
- 2012 member of advisory board of “SportTreff”-Networking platform and cooperative
- 2012 member of advisory board of “German Sports Academy” DSA
- 2008 member of advisory board of “Cube Sports” exercise and motion offer for
- 06/15 founding member and vice-chair (finance) of alumni club of sport economics & sport management of German Sport University Cologne



in handball:

- 0 5th league – TuS Derschlag (Gummersbach)
- 7 new 4th league - TV “Jahn” Köln-Wahn
- 6 4th league – TV „Jahn“ Köln-Wahn
- 5 5th league – same club like in 1993 – TV “Jahn” Köln-Wahn
- German Championships in University-Handball, **third** place (coach)
- European Championships of Universities, **forth** place (coach), Nikosia/Cyprus
- German **Champion** in University-Handball (coach)
- European Championships of Universities, **third** place (player&coach), Nis/Serbia
- German **Champion** in University-Handball (player&coach)
- Coach B-License (incl. 2nd league)
- 12/07 Handball chairman of University of Cologne and German Sport University Cologne
- 2007 3rd league
- 1997 coach Kai Wandschneider (meanwhile he is coach 1st league Wetzlar)
- 4th league (goalkeeper)



Publications:

ents im Sport. Marketing, Management, Finanzierung“, Köln, 2004,
g.: Horch, H.-D./ Heydel, J./ Sierau, A.

anzierung des Sports“, Aachen, 2002,
g.: Horch, H.-D./ Heydel, J./ Sierau, A.

Professionalisierung im Sportmanagement“, Aachen, 1999,
g.: Horch, H.-D./ Heydel, J./ Sierau, A.



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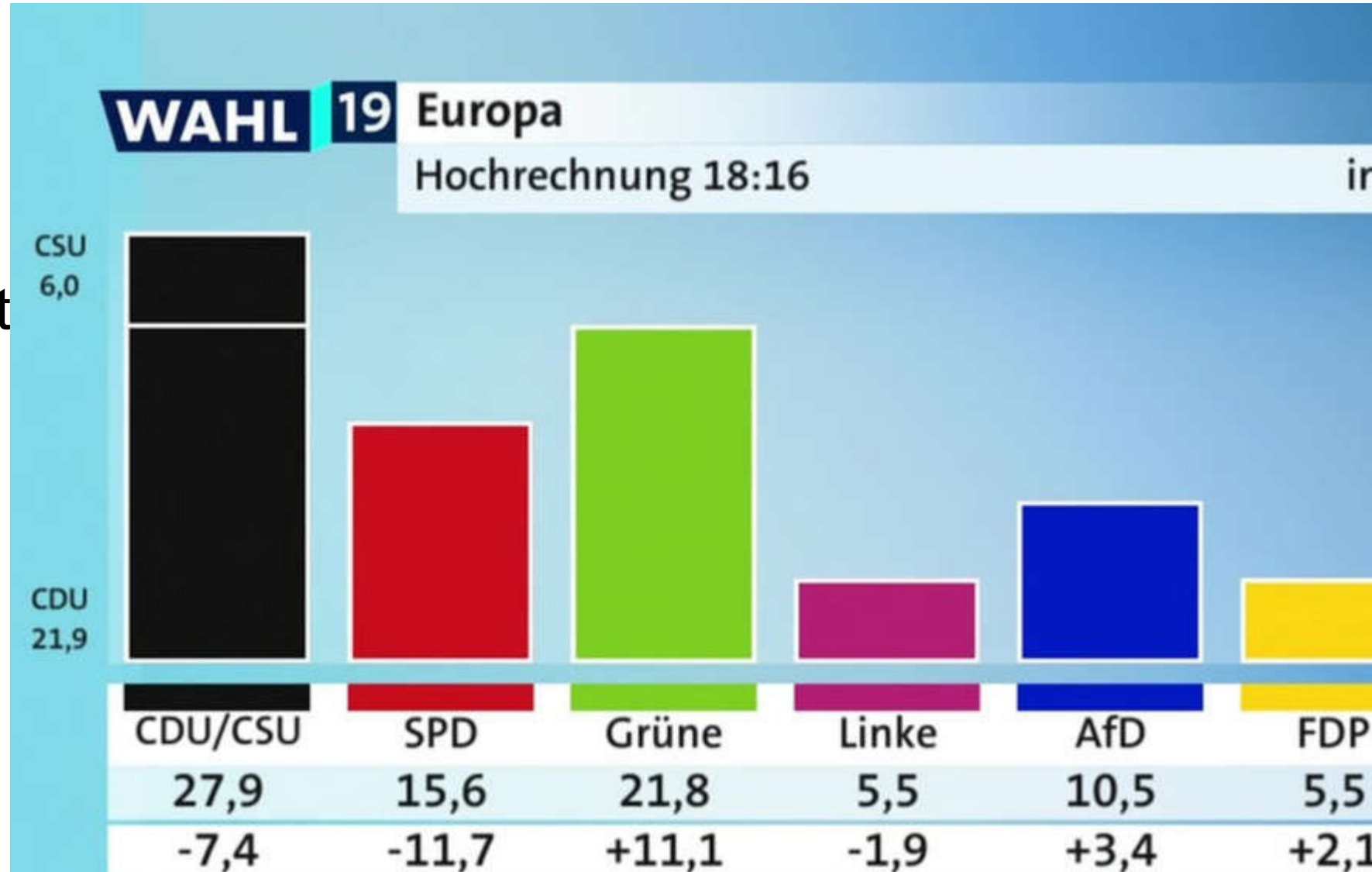
introduction

Greta Thunberg



introduction

europe elect



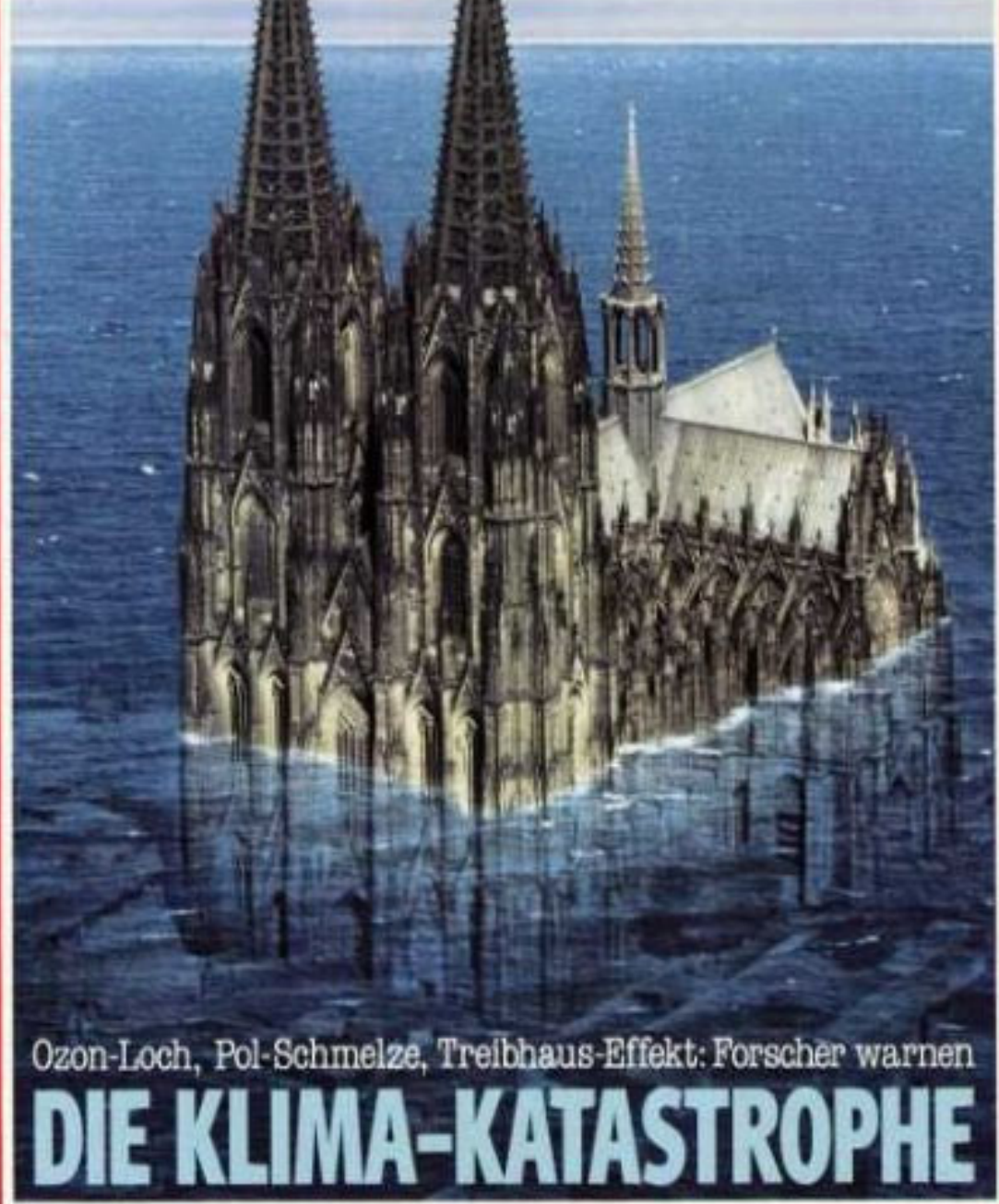
intro

co₂



introduction

No problem – Colog



introduction

Greta – youth of europe – friday for future
europe election

climate change – global warming – CO₂-footprint

No problem – Cologne will be on the sunny side of live



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sociologically

youth of euro



sociologically

may be more migration



sociologically

our responsibility



sociologically

different way of communication – social media - shitstorm



sociologically

digitalization – globalization – not only the opportunities also the problems (different political systems, role of women)



sociologically

youth of europe – further generations

may be more migration

our responsibility

different way of communication – social media

digitalization – globalization – not only the opportunities also
the problems (different political systems, role of women)



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sustainability

definition

Environmental Science. The quality of not being harmful to the environment or depleting natural resources, and thereby supporting long-term ecological balance.



sustainability

history

The **history of sustainability** traces human-dominated **ecological** systems from the **civilizations** to the present. This history is characterized by the increased regional sustainability of a particular **society**, followed by crises that were either resolved, producing **sustainability**, or not, leading to **decline**.

Do not consume more than in the same period grows again

In early human history, the use of fire and desire for specific foods may have altered the natural composition of plant and animal communities.^[3] Between 8,000 and 10,000 years ago, **agrarian communities** emerged which depended largely on their **environment** for the creation of a "structure of permanence".

The Western **industrial revolution** of the 18th to 19th centuries tapped into the vast potential of the energy in **fossil fuels**. **Coal** was used to power ever more efficient machines and later to generate electricity. Modern sanitation systems and advances in medicine protected large populations from disease.^[5] In the mid-20th century, a gathering **environmental movement** pointed out that there were environmental costs associated with the many material benefits that were now being enjoyed. In the late 20th century, environmental problems became global in scale.^{[6][7][8][9]} The 1973 and 1979 **energy crises** demonstrated the extent to which the global community had become dependent on non-renewable energy resources.

sustainability

we only got this one world – th



sustainability

There Is No



Planet B.

sustainability

definition

history

we only got this one world – there is no other option

no plan B – planet



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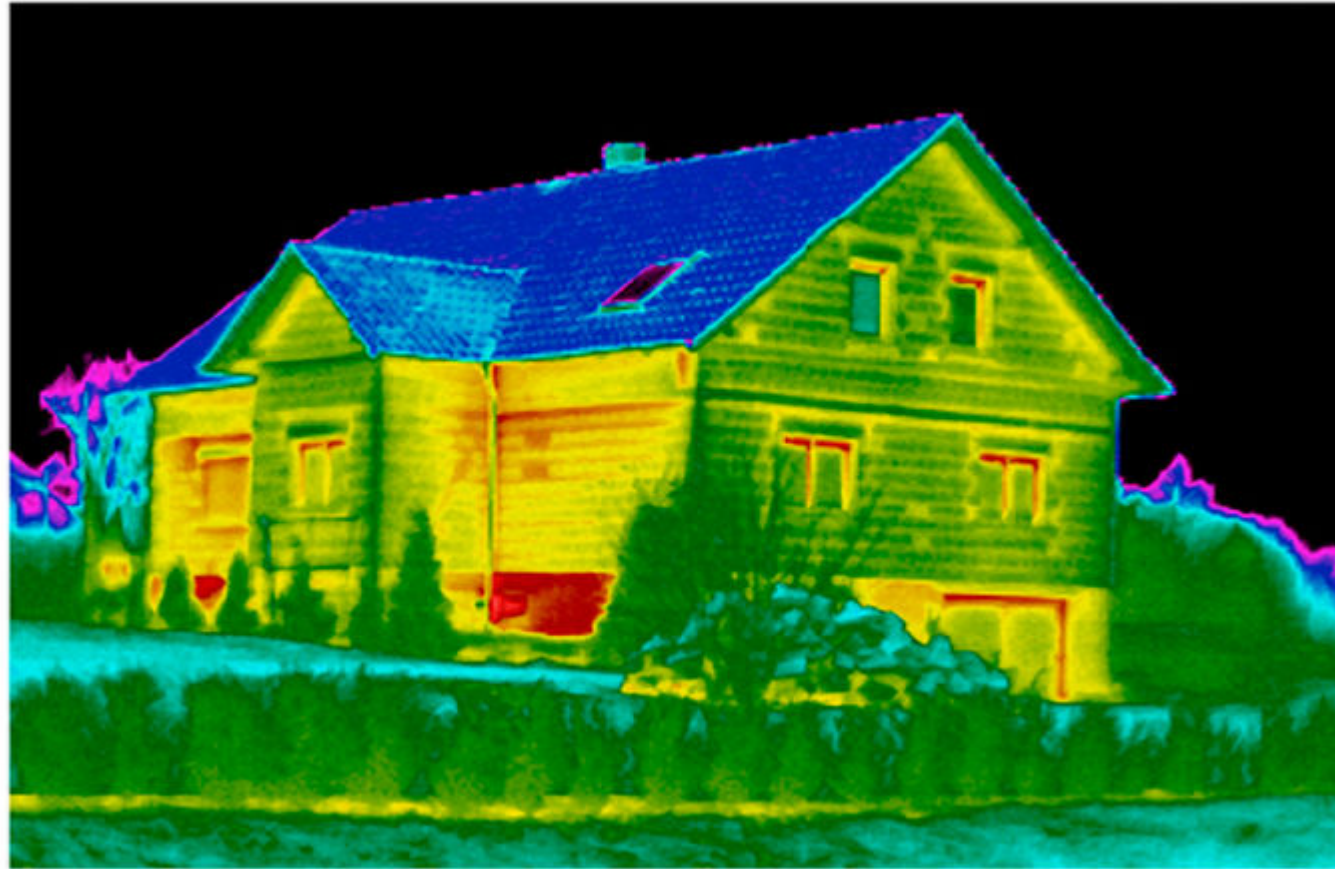
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business case

reduction of ressources – less money to spend





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W



Operating Room Recycling

are the first hospital to
in the OR in our region.



Green Team

Green Team meets
to find ways to reduce
waste.



Supply Donations

We donate unwanted
medical supplies to global
health initiatives.



business case

power and warmth – green energy



business case

reduction of ressources – less money to spend
reduction of waste – less money to spend
power and warmth – green energy



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Handball

check your venue – building



Handball

check your transportation – cars & buses & lorries



Handball

check your players – as role models



Handball

check your suppliers – CO₂-footprint



Handball

check your nutrition – food from the region



Handball

check your fans – how does they come to your matches?



Handball

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Take Home Messages

it is time to act

– now



Take Home Messages

you can use it



Take Home Messages

more spectators



Take Home Messages

more sponsors



Take Home Messages

more money – for better players



Take Home Messages

it is time to act – now
you can use it
more spectators
more sponsors
more money – for better players



Many thanks for your attention!
Any questions?

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