



# 2021 AISTS CLIENT TEAM PROJECT PRESENTATIONS

Master of Advanced Studies (MAS) in  
Sport Administration and Technology

28th and 29th June 2021  
at Le Synathlon, Lausanne, Switzerland

The World's No.1 Program  
in Sports Management  
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The AISTS MAS is co-signed by:



# SCHEDULE

## MONDAY 28 JUNE

**9:00 - 10:00**

Analysis of the impact of the IOC Athletes' Commission Strategy on the global network of athletes' commissions and recommendations for the future

Client: International Olympic Committee

**THIS PRESENTATION IS CLOSED TO THE PUBLIC.**

**10:20 - 11:20**

Lausanne Hockey Club: Academy Development

Client: Lausanne Hockey Club

**11:40 - 12:40**

Sustainability Regulations for Sporting Goods Manufacturers

Client: Scott Sports SA

**13:45 - 14:45**

Building a social value legacy through major events

Client: ARUP

## TUESDAY 29 JUNE

**9:00 - 10:00**

FEI Sustainability Handbook for Event Organisers 2.0

Client: International Federation for Equestrian Sports

**THIS PRESENTATION IS CLOSED TO THE PUBLIC.**

**10:20 - 11:20**

World Curling Family: A Membership Club Feasibility Study

Client: World Curling Federation

**11:40 - 12:40**

Athletics Geek Bot

Client: World Athletics

*All presentation times are in CET (Swiss Time).*



Register to attend



Follow the livestream on  
AISTS YouTube Channel

# MONDAY 28 JUNE

**09:00 - 10:00**

***Analysis of the impact of the IOC Athletes' Commission Strategy on the global network of athletes' commissions and recommendations for the future***

**Client: International Olympic Committee**

The project aims to support the implementation of the IOC Athletes' Commission Strategy by systematically examining the impact it has had on the global network of Athletes' Commissions and where the priorities should lie going forward. The information garnered from the project will be crucial to adapt the current Strategy and ensure it is focused on current athlete and AC issues, and successfully deliver on the priorities of the IOC Athletes' Commission. This project is a follow-up to a similar study carried out by the AISTS in 2019 via the client team project.

**THIS PRESENTATION IS CLOSED TO THE PUBLIC.**

**11:40 - 12:40**

***Sustainability Regulations for Sporting Goods Manufacturers***

**Client: Scott Sports SA**

SCOTT Sports SA is a leader in the development, manufacturing, sales and marketing of high-end performance products intended for biking, winter sport, motorsport and running. Innovation, technology and design are the essence of SCOTT products and the vision of its engineers and designers. Sustainability is not only a trend, but it is also becoming a matter of law and regulations. The project takes a proactive approach by anticipating new policies, and having a clear overview of future labels, certifications, and requirements in sustainability regulations in developing a regulatory framework / sustainability compliance database for SCOTT.

**10:20 - 11:20**

***Lausanne Hockey Club: Academy Development***

**Client: Lausanne Hockey Club**

The Lausanne Hockey Club wants to become the European reference in ice hockey. One of the development paths of the club is to establish an ice hockey academy in the new Vaudoise Arena. Using the latest available technology, and having access to strong academic expertise, it shall become the place where the latest training approaches are made available to selected top athletes covering different age categories. The project takes into account the opportunity to leverage the academy development with opportunities of communication and technological advances benchmarked against the best-in-class in the sport of ice hockey.

**13:45 - 14:45**

***Building a social value legacy through major events***

**Client: ARUP**

Social value is becoming increasingly important as governments and cities shift their focus into the wider outcomes and legacies of their activities. This shift in attitude, from outputs to outcomes, has meant that governments and investors are requiring evidence on how the project or programme will deliver social equity and inclusion, especially in the context of major sports events. Arup is interested to understand this new model in more detail and is seeking research to be undertaken to explore how social value can be delivered through major events, against the backdrop of the Covid-19 pandemic and a new normal.

# TUESDAY 29 JUNE

**09:00 - 10:00**

***FEI Sustainability Handbook for Event Organisers 2.0***

**Client: International Federation for Equestrian Sports**

FEI first launched its Sustainability Handbook for Event Organisers in 2014. Since then, Sustainability has become increasingly relevant and central to the federation's operations. The project calls for a 2.0 version of the Handbook that includes SDG mapping, as well as the linkage to the self-measurement and a reporting framework for event organisers.

**THIS PRESENTATION IS CLOSED TO THE PUBLIC.**

**11:40 - 12:40**

***Athletics Geek Bot***

**Client: World Athletics**

The project is aimed at understanding how historical and live statistics and athlete tracking data can be leveraged for storytelling either in an editorial form or in a graphical form for TV or social/web channels. Work has already started and led to new ways of presenting Athletics. There is still a wealth of ideas to explore and the AISTS project team is to elaborate on realistic and concrete proposals through the design of the Athletics Geek Bot.

**10:20 - 11:20**

***World Curling Family: A Membership Club Feasibility Study***

**Client: World Curling Federation**

Within its new Forward Plan, the World Curling Federation (WCF) has identified a potential opportunity for the development of a new project called the 'World Curling Family'. The idea is to create a fee-paid membership club for people interested in the sport. The club would give the members a range of exclusive benefits. For the WCF, this would create an income stream and data generation for those interested in the sport. As such, the project is a feasibility study to target audiences interested in the sport of curling and assess the potential benefits, gauge the impact of an OTT platform inside the membership plan, scope what an attainable price point for membership is, and seek out what investments the WCF needs to make to deliver the scheme in terms of infrastructure and staffing.



# ACCESS MAP

## DIRECTIONS BY PUBLIC TRANSPORTATION



From Lausanne-Flon

Option 1. Take the metro M1 (Approx. 24 min)

- also available from Renens train station

Option 2. Take the metro M2 - then take bus 24 (Approx. 30min)

## DIRECTIONS BY FOOT



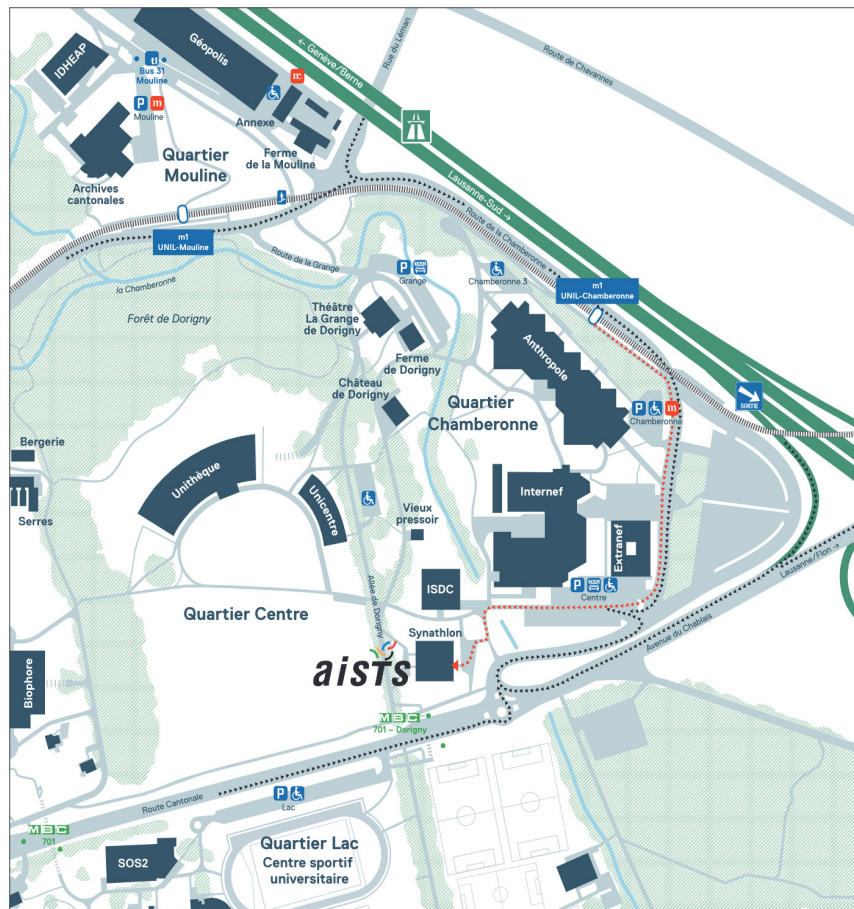
From the metro station turn right and pass by the buildings «Anthropole» and «Internef» and cross the car park. You will see the Synathlon straight in front of you (5min walk).

## DIRECTIONS BY CAR



From the highway, take the exit «UNIL-EPFL» and follow «UNIL» and park at the «Parking du Centre» and walk straight. You will see the Synathlon straight in front of you.

*The AISTS office is located on the 4th Floor.  
Please call the AISTS office if you need assistance.*



▶▶▶▶▶ Directions by car to the AISTS Office

▶▶▶▶▶ Directions by public transportation and walking directions to the AISTS Office

m1 Metro  
t1 Bus  
t2 Bus

P Pay Parking  
♿ Parking limited mobility  
Taxi Station  
m Mobility

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AISTS Founders

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**EPFL**



**LAUSANNE**  
CAPITALE OLYMPIQUE

