



INTERNATIONAL
OLYMPIC
COMMITTEE

SUSTAINABILITY THROUGH SPORT

IMPLEMENTING THE OLYMPIC MOVEMENT'S AGENDA 21 — 2012



FOREWORDS



**Jacques Rogge, President
International Olympic Committee (IOC)**

Together with its partners, the IOC is committed to promoting sustainable development and respect for the environment in and through sport. Our efforts are driven by two considerations: the first is the impact that a degraded environment can have on sport, and the other refers to the effects that sport – and, in particular, the Olympic Games – can have on the environment, as well as on individuals and communities. Sport has shown its potential to be a catalyst for creating more sustainable, healthy urban and non-urban environments and economies. To this end, the IOC will continue to support and nurture this potential whilst achieving ever greater levels of sustainability.



**Achim Steiner, Executive Director
United Nations Environment
Programme (UNEP)**

The Olympic Movement has raised the bar for future sustainable mass spectator events, and the United Nations Environment Programme is delighted and privileged to have taken this journey with the International Olympic Committee.

Our successful partnership carries forward the ambitions of the Rio Earth Summit of 1992 and accelerates the transition towards a more sustainable 21st century. This work has led to a renewed enthusiasm for sustainability and a burgeoning transformation in attitudes, which reaches beyond the Olympic Games to society at large.



INTERNATIONAL
OLYMPIC
COMMITTEE

Sport and Environment
Commission

**The IOC Sport and
Environment Commission**

The contribution of the Olympic Movement and of its numerous volunteers must be complementary to the political framework on environmental protection as set up by the governments. Nevertheless, the IOC is firmly convinced that much can be done with limited means. Each step taken to harmonise the development of sport with its environment can, in the long term, make a real difference to the cause of sustainability.

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EXECUTIVE SUMMARY

Sport presents broad opportunities to promote environmental awareness, capacity building and far-reaching actions for environmental, social and economic development across society. It also can be a means of achieving peace and reconciliation as a fundamental prerequisite for sustainability principles to be shared and applied and here the Olympic Movement plays a key role.

In considering sustainable development through Olympic Movement stakeholders such as the International and National Sports Federations (IFs and NFs respectively); National Olympic Committees (NOCs); Olympic Games and Youth Olympic Games Organising Committees (OCOGs and YOCOGs); corporate sponsors; the media, non-governmental organisations (NGOs) and the public at large, the International Olympic Committee (IOC) is well positioned to help build a sustainable future by encouraging a renewal of political commitment, working with major groups and building a global framework for action.

At the 1992 UN Conference on Environment and Development (UNCED) in Rio – the Earth Summit – environmental issues formally moved into the political mainstream. One of the conference key outcomes was the Earth Summit *Agenda 21*, a blueprint for a balanced and integrated approach to environment and development issues into the 21st century.

Striving for environmental excellence runs parallel to achieving distinction in sport. Environmental governance became a structural part of the Olympic framework and thinking. The culmination of this was articulated at the Centennial Olympic Congress (1994) where concern for the environment became the third pillar of Olympism (Olympic Charter, Chapter 1, Rule 2, Paragraph 13) and the role of the IOC, as stated, was:

“to encourage and support a responsible concern for environmental issues, to promote sustainable development in sport and to require that the Olympic Games are held accordingly.”

The Charter also states (Chapter 1, Rule 2, Paragraph 14) that it is an IOC responsibility:

“to promote a positive legacy from the Olympic Games to the host cities and host countries.”

From such early beginnings, subsequent editions of the Olympic Games have delivered innovations that in some cases have been mainstreamed in the development of environmental management systems related to event planning and staging, innovations in design and construction, energy and waste management, preservation of water resources, transport infrastructure and ethical supply chains. Today, the ecological footprint of venues and infrastructure (permanent or temporary) is all the more important as they, together with athletes and spectators, are a key component of organising the Games.



That said, the IOC's determination to deliver sustainability goes beyond the Olympic Games – exemplified by the creation of the Sport and Environment Commission and publication of its IOC Guide on Sport, Environment and Sustainable Development (2007), followed by the Olympic Movement's (OM's) *Agenda 21* (1999). More than these is the importance placed on sustainability by the IOC, its principles incorporated within the candidature documentation and technical manual and references contained within the Olympic Charter. The IOC's action programme is one that defines the responsibilities of the OM constituency in implementing sustainable development and environmental governance – a blueprint for how the sporting community can and should adopt more sustainable practices while contributing to the achievement of a greener future.

The Olympic Congress in Copenhagen (2009) recommendations comprised a renewed commitment to promoting sustainability in sport and spreading the message across the Olympic Movement. The IOC has implemented a large number of the recommendations.

In addition, the IOC has pledged its support to help the achievement of the UN Millennium Development Goals (MDGs). These range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education – all by the target date of 2015. In its efforts to contribute, the IOC and the sporting world have worked cooperatively with relevant UN agencies and programmes; the IOC established a cooperative agreement with the UN

Environment Programme (UNEP) in 1994, while it gained official observer status in the UN General Assembly (2009).

To coordinate its diverse activities across the 200+ territories and countries that form the OM family, the IOC has established mechanisms to coordinate and spread its sustainability agenda. The Sport and Environment Commission helps define how sport can champion sustainable development by advising on environmental policies and supporting sustainability initiatives. Projects that raise awareness and build green development capacity are supported through conferences, knowledge sharing, training workshops, toolkits, resource manuals and “good practice” awards.

Activities generated by sport and major sporting events such as the Games can help stimulate the economy and generate investment, jobs and innovations.

In 2012 the international community meets once again in Rio to renew its commitment to sustainable development, assess progress, highlight gaps in the implementation of agreed objectives and reflect on emerging challenges in the context of the current state of the environment. The IOC and the OM are playing an active part in the discussions to help achieve a sustainable future for all.

This document identifies the milestones achieved since 1992 in using sport as a catalyst for promoting positive action and changing attitudes. The OM is steadfast in applying the Olympic ideal of excellence in its drive for sustainability of the environmental, social and economic agenda.



The OM also works to facilitate peace by bringing people together in an environment that celebrates human achievement. By promoting peace, the OM lays the ground for a better, more sustainable future by creating the environment in which sustainable development can take place.

This publication sets out the sum of developments made since the original Rio summit and makes a broad assessment of sustainable development as a whole. Besides looking back, it also casts a look forward to determine the steps that need to be made to involve future generations – today's youth – in the process of working towards greater sustainability.

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INTRODUCTION

World leaders met in Rio de Janeiro in June 1992 for the United Nations Conference on Environment and Development (UNCED), otherwise known as The Earth Summit. The Brazil meeting was a watershed moment for humanity that brought environmental and sustainable development issues irrevocably into the global political arena.

Aside from establishing three multilateral environmental agreements (i. e. the United Nations Framework Convention on Climate Change; the Convention on Biological Diversity and the Convention to Combat Desertification) the summit resulted in *Agenda 21*, a plan of action for the introduction of sustainable development in the 21st century.

That proposal, as fresh and relevant now as the day it was launched, encouraged national and local political bodies, non-governmental organisations (NGOs) and citizen groups to recognise that environmental and development concerns are inextricably linked, and that a global partnership for sustainable development would lead to “improved living standards for all, better protected and managed ecosystems and a safer, more prosperous future”.¹

The Olympic Movement (OM) was one of the first organisations to pick up the UNCED baton. Within six weeks, at the Games of the XXV Olympiad (Barcelona 1992), International Sports Federations (IFs) and National Olympic Committees (NOCs) signed the Earth Pledge, committing to making the Earth a safe place.

This was followed by the IOC's partnership forged in 1994 with the UN Environment Programme (UNEP), recognition of the environment as the third pillar of Olympism alongside sport and culture at the Centennial Olympic Congress in the same year and the formation of the IOC's Sport and Environment Commission in 1995.

Olympic Movement founder Baron Pierre de Coubertin was first and foremost an educator who saw sport as a powerful catalyst for social and economic development. He believed sport could bring about “the harmonious development of man” and “the establishment of a peaceful society concerned with the preservation of human dignity”. His thoughts chime with *Agenda 21's* ethos of responsible development.

It was appropriate therefore that in 1999 the OM adopted *Agenda 21: Sport for Sustainable Development*. Based on the UNCED model, it lays down a clear pathway for sustainable development throughout the sporting world. Stakeholders include IFs and NFs, NOCs, Organising Committees of the Olympic Games (OCOGs) and Youth Olympic Games (YOCOGs), sponsors, government partners, the sporting goods industry, athletes, youth and the media.

By convening the UN Conference on Sustainable Development (UNCSD, 2012) – Rio+20 – the world community considers the current state of the environment and movement towards the introduction of sustainable development. This is a moment to reflect on what progress has been made and what still needs to be done to achieve sustainable development.

1 Earth Summit, Agenda 21, The United Nations Programme of Action from Rio, UN, 1992, <http://www.un.org/esa/dsd/agenda21/>



Although knowledge of our planet's fragile ecosystems and understanding of humanity's impact on Earth have improved exponentially over the last 20 years, and in spite of technological innovations and growing political agreement on the issue in that period, the state of the environment remains a major cause for concern.

Climate change is real. Overconsumption of natural resources driven by unprecedented economic growth, globalisation and the inexorable rise in world population is clearly not sustainable in the long term. At Rio+20 the world's policymakers reassess our current interpretation of continuous growth.

At the same time the IOC is taking advantage of this global reflection to review how the sporting world has embraced the challenges set out in the OM's *Agenda 21*, and to reaffirm its commitment to implementing measures that will bring sustainability to the forefront.

This publication is a summary of progress made over the past 20 years in the broad area of sustainable development, including environmental stewardship, education and socio-economic development. It also looks forward, assessing what steps need to be taken in sport to achieve radical change, particularly with regard to youth – tomorrow's leaders.

The OM plays a vital role in this aspect. Sport is a key way of communicating with young people to educate them on the benefits of physical activity and the importance of sustainable development. The Olympic Charter states:

“Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.”

This sentiment echoes much that underlies sustainable development.

An example of how the OM blends sport, culture and education is the recent creation of the Youth Olympic Games (YOG) in 2010. The success of this first YOG edition, followed by the first winter edition in Innsbruck in January 2012, demonstrated an effective platform for educating youth through sport.

This report illustrates how far the OM has come since 1992. The OM's constant drive for excellence demonstrates how citizens, organisations, corporations and governments can help create a sustainable future.

It also serves as an invitation for others to cooperate in a spirit of respect, friendship and excellence to work towards responsible development.

Culture and Education Programme (CEP)
YOG Singapore 2010

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INTRODUCTION

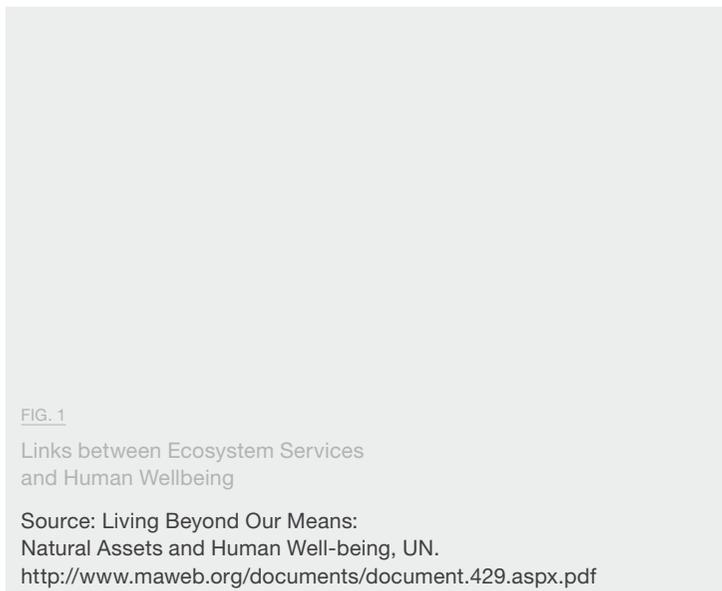
The environment and sustainable development are inextricably linked. In 1972, the United Nations Conference on Human Development stated:

“Man has a special responsibility to safeguard and wisely manage the heritage of wildlife and its habitat, which are now gravely imperiled by a combination of adverse factors. Nature conservation, including wildlife, must therefore receive importance in planning for economic development.”²

Fifteen years later, the Brundtland Commission's report *Our Common Future* defined sustainable development for the first time, as:

“Satisfying the needs of the present generation without compromising the chance for future generations to satisfy theirs.”³

In the summer of 1992, when 108 heads of states and delegations from 172 countries⁴ joined more than 20,000 NGO activists, along with the IOC, scientists and journalists at the Rio Earth Summit, environmental issues formally moved into the political mainstream. One of the summit's main outcomes was a blueprint for a balanced and integrated approach to environment and development issues into the 21st century.



This link was developed further in the 2005 Millennium Ecosystem Assessment (MA), which stressed that human needs can only be supplied by a healthy environment, defined as one providing four fundamental types of ecosystem service: supporting, provisioning, regulating, and cultural Figure 1.⁵

- 2 Declaration of the United Nations Conference on the Human Environment, Principle 4, <http://www.unep.org/Documents.Multilingual/Default.asp?documentid=97&articleid=1503>
- 3 Our Common Future, Report of the World Commission on Environment and Development, 1987, <http://www.un-documents.net/wced-ocf.htm>
- 4 UN Conference on Environment and Development 1992 “Earth Summit” <http://www.un.org/geninfo/bp/enviro.html>
- 5 Millennium Ecosystem Assessment, 2005, <http://www.maweb.org/en/index.aspx>



Over the past two decades, the global community has reached consensus on a number of multilateral environmental agreements (MEAs) and environmental goals and targets. While these have taken significant steps in making *Agenda 21* a reality, the state of the global environment continues to deteriorate. The scientific community warns that critical environmental thresholds, which if passed could lead to rapid and irrevocable change, are approaching. In some cases these may already have been passed.⁶ As the 3rd Nobel Laureates Symposium advised:

“We are the first generation facing the evidence of global change. It therefore falls upon us to change our relationship with the planet, in order to tip the scales towards a sustainable world for future generations.”⁷

Vancouver, Canada

6 Global Environmental Outlook 5, UNEP, 2012, http://www.unep.org/geo/pdfs/GEO5_SPM_English.pdf

7 The Stockholm Memorandum, 3rd Nobel Laureates Symposium on Global Sustainability, 2011

THE OLYMPIC COMMITMENT

At the 1992 Olympic Games in Barcelona, all International (Sports) Federations (IFs) and National Olympic Committees signed the *Earth Pledge*, committing them to contributing towards making the Earth a safe place. That was an extension of the original Olympic Charter, initiated by Pierre de Coubertin in 1894,⁸ which states that the goal of Olympism is “To place everywhere sport at the service of the harmonious development of man, with a view of encouraging the establishment of a peaceful society concerned with the preservation of human dignity”. While this does not specifically mention the environment, humankind’s harmonious development, peace and human dignity are all highly dependent on the state of the environment, a principle that had been recognised in the UN Conference on the Human Environment Stockholm Declaration and Action Plan that defined principles for the preservation and enhancement of the natural environment and highlighted the need to support people in this process.

The Olympic Movement (OM) articulated its determination to incorporate sustainability principles at the 100th Olympic Congress in 1994 and in the Olympic Charter in 1996.

As is shown in this report, many steps have been taken to meet this commitment – not least the publication of the *Olympic Movement’s Agenda 21* (Chapter 3, Box 2) in 1999, clearly laying out the basic concepts and general actions needed to ensure sustainable development of our planet for the entire OM.⁹

Friendship, respect and excellence are values that guide the work of The OM’s 204 NOCs across five continents and 35 IFs,¹⁰ and these values underpin its determination to ensure sustainable development.

The spirit of **friendship** is vital to an understanding that responsible development is about people everywhere. **Respect** applies equally to people as well as the environment and its natural systems. Friendship and respect are inexorably intertwined with the promotion of peace since it is a pre-requisite for sustainable development in any community. The IOC and the OM strive at all times for **excellence**, well aware of Coubertin’s maxim that “The important thing in life is not the triumph but the struggle, the essential thing is not to have conquered but to have fought well”.¹¹

Opening Ceremony, Athens 2004

8 Olympic Review, July August 2007

9 The *Olympic Movement’s Agenda 21*, IOC, 1999, http://www.olympic.org/Documents/Reports/EN/en_report_300.pdf

10 National Olympic Committees, IOC, <http://www.olympic.org/national-olympic-committees-and-35-Sports>, IOC, <http://www.olympic.org/sports>

11 Olympic Politics, Christopher R. Hill, (MUP), 1996



As with sporting records, excellence in prioritising sustainable development is a moving target. Comparing the OM's environmental achievement at the Lillehammer Games in 1994 – the first Games at which such concerns were explicitly stated – to the use of renewable energy in Sydney 2000, and the complete transformation of the Lower Lea Valley in London ahead of the 2012 Games. It is clear how far environmental knowledge and expertise have developed in the past 20 years (Chapter 4). Past achievements continue to encourage and motivate others to aim higher and move forward in a spirit of innovation and inspiration.

Work by the OM complements efforts elsewhere to:

- Sustain natural resources by encouraging for example water stewardship; sustainable energy and waste management; climate protection; ethical sourcing and promoting sustainable employment
- Protect the health of citizens and the planet's ecosystems
- Meet Olympic Games host countries' international environmental obligations under national, regional and international environmental agreements
- Promote equity
- Improve the quality of life and wellbeing.

The above objectives are manifest in the IOC's decisions to:

- Encourage all Olympic Games applicant and bid cities to work towards minimising the Games' footprint on the environment and use the Games as a catalyst for positive change and innovation, demonstrate the ability to hold carbon-friendly Olympic Games, and host cities to implement policies and actions which achieve these objectives

- Encourage sports federations to develop technical rules that balance their sports requirements with environmental considerations, taking local conditions into account and the need to create sustainable legacies from sports events
- Urge sports organisations at every level to share their expertise, experience and tools in incorporating sustainability principles within their event planning and operations.¹²

Most recently, the OM's commitment to responsible development was renewed at the 2011 IOC World Conference on Sport and the Environment in Doha, Qatar, where the IOC was asked to showcase sport as a catalyst for change and inspiration and towards achieving the Millennium Development Goals.¹³

12 Progress Report: Sport, Environment and Sustainable Development, 9th World Conference on Sport and the Environment, IOC, 30 April – 2 May 2011, http://www.olympic.org/Documents/Conferences_Forums_and_Events/Sport_and_Environment/Progress_Report-9th_World_Conference_on_Sport_and_the_Environment_Doha_2011.pdf

13 Doha Declaration, IOC, 2011

BOX 1 SUSTAINABLE DEVELOPMENT AND THE OLYMPIC MOVEMENT (1972 – 2012)

1972

The Club of Rome¹⁴ publishes *Limits to Growth*, an analysis expressing concern about the dichotomy of a growing world population and finite natural resources.

The United Nations Conference on the Human Environment, attended by 119 countries, states that “Man has a special responsibility to safeguard and wisely manage the heritage of wildlife and its habitat, which are now gravely imperiled by a combination of adverse factors. Nature conservation, including wildlife, must therefore receive importance in planning for economic development”.¹⁵ The conference also establishes the United Nations Environment Programme (UNEP).

In a symbolic gesture acknowledging the environment and diversity, NOCs from all over the world planted shrubs brought from their countries in the Munich Olympic park during the XX Olympiad.

1987

The UN World Commission on Environment and Development (UNWCED), also known as the Brundtland Commission, publishes its report, *Our Common Future*, which first articulates the concept of sustainable development.

1992

The Earth Summit establishes *UN Agenda 21*.

During the Barcelona Games (XXV Olympiad) IFs and NOCs sign the Earth Pledge, committing to making the Earth a safe place.

1993

The UN General Assembly adopts Resolution (48/10) proclaiming the year 1994 as the International Year of Sport and the Olympic Ideal to promote international understanding among the youth of the world through sport and culture.

1994

Lillehammer Winter Olympic Games becomes the first Games to explicitly include environmental considerations.

The IOC and UNEP enter a cooperative agreement.

The Centennial Olympic Congress: Congress of Unity promotes respect for the environment to be one of the Fundamental Principles of the Olympic Charter and calls for The OM and environmental organisations to cooperate and contribute to the education of the sporting world and young people in ecological sustainability.

1995

The IOC forms its Sport and Environment Commission to advise on progress in environmental governance and sustainable development.

The first IOC World Conference on Sport and the Environment takes place in Lausanne, Switzerland. Subsequent World Conferences on Sport and the Environment are held biennially.

14 The Club of Rome is an informal association of independent personalities from politics, business and science (www.clubofrome.org)

15 Declaration of the United Nations Conference on the Human Environment, Principle 4, op. cit.

BOX 1 CONTINUED

1996

The IOC amends the Olympic Charter to establish the environment as the third pillar of Olympism, alongside sport and culture.

1997

The IOC publishes the *Manual on Sport and the Environment* focusing on raising awareness and educational campaigns for all members of the Olympic Family. Its aim: to underline the importance of a clean environment and sustainable development, enabling constituents to improve their quality of life without compromising that of future generations.

1999

The IOC publishes the *Olympic Movement's Agenda 21: Sport for Sustainable Development*.

2000

Sydney (XXVII Olympiad) – the Games incorporate environmental thinking into every aspect of the event. The construction of the eco-friendly Olympic Village ends the myth that green technologies for housing at events are too expensive to implement on a large scale.

The IOC publishes the *Be a Champion for the Environment* booklet for Summer Olympic Games, focusing on educational campaigns for members of the Olympic Family and athletes in general on the importance of a green environment.

2001

The IOC publishes the “Be a Champion for the Environment” booklet for the Winter Olympic Games.

2002

The UN's World Summit on Sustainable Development reaffirms the international community's commitment to the implementation of *Agenda 21* and agrees to focus on “worldwide conditions that pose severe threats to the sustainable development of people, which include: chronic hunger; malnutrition; foreign occupation; armed conflict; illicit drug problems; organised crime; corruption; natural disasters; illicit arms trafficking; trafficking in persons; terrorism; intolerance and incitement to racial, ethnic, religious and other hatreds; xenophobia; and endemic, communicable and chronic diseases, in particular HIV/AIDS, malaria and tuberculosis”.¹⁶

The Salt Lake Games are significant in the framework of planting programmes at the venues and “Plant it Green: The Global Trees Race”, which saw more than 100,000 trees planted in Utah and more than two million others throughout the world. The energy recycled from the curling hall's air conditioning unit heated the showers and the bathrooms at the venue. This system used ammonia, which does not destroy the ozone layer.¹⁷

The IOC forms a partnership with the UN Interagency Task Force Sport for Development and Peace that brings together UN funding, applied programmes and specialised agencies that use sport in their activities.

In addition, the IOC launches the Olympic Games Knowledge Services (OGKS) to ensure effective sharing of acquired knowledge.

16 Johannesburg Declaration on Sustainable Development, para 19, World Summit on Sustainable Development, UN, <http://www.un-documents.net/jburgdec.htm>

17 IOC Factsheet on Environment and sustainable Development (July 2009)

BOX 1 CONTINUED**2004**

Athens (XXVIII Olympiad) improves the transport infrastructure of the city, significantly reducing air pollution and protecting archaeological sites.

2005

The IOC publishes the *Sport, Environment and Sustainable Development* guide, developed by the IOC with 35 Olympic International Federations (IFs) to help the Olympic family implement OM Agenda 21 recommendations.

2006

The Turin Winter Olympic Games includes the environment in both the lead-up to the event and its legacy. The Organising Committee forms a strategic alliance with UNEP – the first of its kind – to provide support and cooperation in the implementation of environmental projects connected to the Games and its legacy.

2007

The IOC receives the UNEP Champion of the Earth Award for its leadership in promoting sustainable development and environmental policies.

2008

Ahead of the XXIX Olympiad, Chinese authorities work to improve Beijing's chronic pollution and create a greener city, significantly improving living conditions by creating green belts within the city, renovating polluting infrastructure, using wind and solar power, introducing traffic regulations and reducing home coal consumption.

2009

The IOC is granted official observer status by the UN General Assembly (UNGA).

2010

An independent Environmental Assessment of the Beijing 2008 Olympic Games is published by UNEP.

Vancouver (XXI Winter Olympic Games) sets new standards for sustainable Games. The organising committee creates a sustainability governance model for organisations responsible for delivering large sporting events. It also introduces an integrated Sustainability Management and Reporting System (SMRS) to foster organisation-wide, cross-functional responsibility and public accountability for performance on sustainability commitments and objectives.

The inaugural Summer Youth Olympic Games are celebrated in Singapore, focusing on culture and values education, complementing an international multi-sport event.

The Global Reporting Initiative (GRI) event organisers' sector supplement is published after a two-year effort which was supported by the IOC and benefited from the expertise of the Vancouver 2010 and London 2012 organisers.

2012

The first Winter Youth Olympic Games are celebrated in Innsbruck, Austria, with young athletes from more than 60 nations, all of whom also participate in the Culture and Education Programme (CEP) designed to raise awareness of well-being and healthy living, social responsibility and environmental issues – core Olympic values.

BOX 1 CONTINUED

The UN Conference on Sustainable Development (UNCSD), Rio+20 is convened to “secure renewed political commitment for sustainable development, assess the progress to date and the remaining gaps in the implementation of the outcomes of the major summits on sustainable development, and address emerging challenges”.¹⁸

London (XXX Olympiad) is the first summer host city to embed sustainability from the outset, with planning, building and sourcing built around WWF/BioRegional’s “One Planet Living” concept – that is, living within our environmental means.

The ISO 20121 international standard to help event organisers to map the economic, environmental and social impacts of event organisation is launched. The OM is a key player in its development.

London 2012 - Velodrome

18 Rio+20, United Nations Conference on Sustainable Development, <http://www.uncsd2012.org/rio20/about.html>

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INTRODUCTION

Sport is a positive force in terms of health and recreation, and provides social benefits for billions of participants; however it has a simultaneous impact on the natural world. The Centennial Olympic Congress (Paris, 1994) called for the inclusion of a provision in the Olympic Charter underlining the necessity of preserving the environment while improving its interaction with sport.

Building ecological consideration into all aspects of Olympism is not an easy task. Our understanding of environmental issues is constantly developing. Despite our advanced understanding of climate change, global emissions of CO₂ rocketed by almost 40% between 1990 and 2009 as the global population increased.¹⁹ However, during this period our ability to source renewable or carbon neutral energy improved and crucially became more economically attractive.

Governance limits are a consideration. The IOC leads the OM, sets broad guidelines, offers guidance and coordinates the activities of NOCs, IFs, OCOGs and host cities, but imposing strict environmental standards is not yet a realistic option particularly when varying levels of environmental needs, awareness, protection, legislation and capacity across nations are taken into account.

What the IOC can do is to make clear its commitment to sustainability and offer advice, guidance and support, while promoting exchange of best practices and case studies among its constituents and invoking its core value of striving for constant improvement.

The Sport and Environment Commission advises the IOC Executive Board on the OM's policy to encourage environmental protection and support sustainable development, as well as supporting relevant IOC programmes and activities through its members.

INTRODUCING SUSTAINABILITY TO THE SPORTING WORLD

One of the first actions of the IOC Sport and Environment Commission was the publication of the *Manual on Sport and the Environment* (1997), which demonstrated the links between sport and the environment and made practical suggestions for improving environmental performance in sport. This was followed by the OM's *Agenda 21* (Box 2).

Sport providing recreation and social benefits – Lusaka, Zambia

¹⁹ CO₂ Emissions from Fuel Combustion, IEA, 2011 <http://www.iea.org/co2highlights/co2highlights.pdf>

BOX 2 THE OLYMPIC MOVEMENT'S *AGENDA 21*²⁰

The starting point for *The Olympic Movement's Agenda 21* is that national approaches and policies on sports and environment should recognise that athletes need a healthy environment in which to train and perform at their optimum, specifically requiring:

- Basic air quality standards to ensure that the air we and our athletes breathe does not impair our health
- Basic water quality standards to ensure that the water we drink and the rivers and lakes we use for swimming, fishing and rowing does not impair our health
- Basic food and nutrition standards to ensure everyone has access to adequate and healthy food
- Adequate green space and facilities for sports and recreation, especially in densely populated and fast growing urban slums throughout the world.

In addition, the document embraces the three tenets of sustainable development.

Improving socioeconomic conditions by:

- Promoting values of Olympism and its action on behalf of sustainable development, fostering stronger international cooperation for sustainable development, combating exclusion

- Working to change consumer habits
- Ensuring health protection
- Improving human habitat and settlements
- Integrating the concept of sustainable development into sports policies.

Conservation and management of natural resources by:

- Ensuring all actions of the OM respect the environment and encourage sustainable development
- Ensuring the protection of conservation areas, the countryside, the cultural heritage and natural resources as a whole
- Encouraging the best possible use of sports facilities, keeping them in good condition and improving them by increasing safety and reducing their environmental impact
- Sourcing sports equipment which is environment-friendly
- Reducing energy consumption; encouraging the use of renewable energy, sources and energy savings, and encouraging access to renewable and non-polluting energy sources for areas without such power supplies
- Working to make accommodation and catering arrangements for major sports events become exemplars of sustainable development
- Protecting water reserves and preserve the quality of natural waters; minimising activities that could pollute water resources, including waste waters generated by sports activities

²⁰ *Olympic Movement's Agenda 21*, IOC, http://www.olympic.org/Documents/Reports/EN/en_report_300.pdf



BOX 2 CONTINUED

- Minimising all forms of pollution, including noise pollution, and promoting community programmes for the management and recycling of wastes
- Opposing any practice – especially any sporting practice – that gives rise to unnecessary or irreversible contamination of air, soil or water; or jeopardises biodiversity or endangers plant or animal species; or contributes to deforestation or is prejudicial to land conservation.

Strengthening the role of major groups including:

- Advancing the role of women
- Promoting the role of young people
- Recognising and promoting indigenous people and communities.

Vancouver 2010, Canada
Olympic Village



While many of the ideas set out in the OM's *Agenda 21* require commitment and action from governments and major sporting bodies, their viability is not solely a concern of institutions. The general principles and plans are relevant to grassroots organisations and individuals. Indeed the participation of informed and involved citizens across the sports community is essential to the successful implementation of the agenda.

The IOC's 2005 *Guide on Sport, Environment and Sustainable Development* builds on the agenda by suggesting practical initiatives to participants and spectators alike, and providing an easy way for sporting bodies to understand the global need for environmental protection in diverse geographical, socio-economic, cultural and sports contexts.

The guide analyses the impact that athletes and various sports – from indoor disciplines to large outdoor competitions and winter sports – have on the environment, drawing on the latest eco-thinking.

The guide was prepared for use by all the members of the Olympic Movement, from the largest and most developed entities to the smallest organisations, all the way down to the individual level. It is designed for a public which is not necessarily equipped with a specific expertise in environmental issues, and aims to provide basic tools to identify problem areas, establish priorities and find appropriate responses to issues stemming from the relationship between sport and the environment.

EMBEDDING SUSTAINABILITY AND LEGACY WITHIN THE OLYMPIC GAMES PROJECT

Staging an event as complex as the Olympic Games has a significant impact on the host city. However, as IOC President Jacques Rogge explains: "Every city that hosts the Olympic Games becomes a temporary steward of the Olympic Movement. This is a great responsibility and also a great opportunity, each creating a unique set of environmental, social and economic legacies that can change a community, a region, and a nation for ever".²¹

Prior to Sydney 2000 each host city effectively started work with a blank canvas; there was no transfer of knowledge from one OCOG to the next.

Although different cities have distinct administration and legal structures, not to mention diverse public attitudes to green issues, the IOC felt that the Sydney Games organisers' knowledge and experience should be made available to their successors. That led to the establishment of the IOC's Olympic Games Knowledge Management programme (OGKM).

This transfers a range of education, management, and consulting tools and services to candidate cities and organising committees. To ensure the transfer of all valuable, relevant insight gained in preparing to host the Games, OGKM collects best practices, facts and figures, lessons and recommendations from current and future OCOGs/YOCOGs.

21 Values, Partnership and Legacy: Cornerstones of the Olympic Movement, Dr. Jacques Rogge, 2007, http://www.thechicagocouncil.org/UserFiles/File/Events/FY08%20Events/11_November%2007%20Events/Rogge%20Chicago%20speech,%20v10%20FINAL.pdf



Furthermore, the IOC created the Olympic Games Impact (OGI) studies, which help organisers understand and quantify potential impacts hosting an Olympic Games has on the host city or region.

While Turin was the first OCOG to partly apply the OGI study and Beijing was the first Olympic city to benefit from such a study, all host cities are now required to participate.

So how does it work?

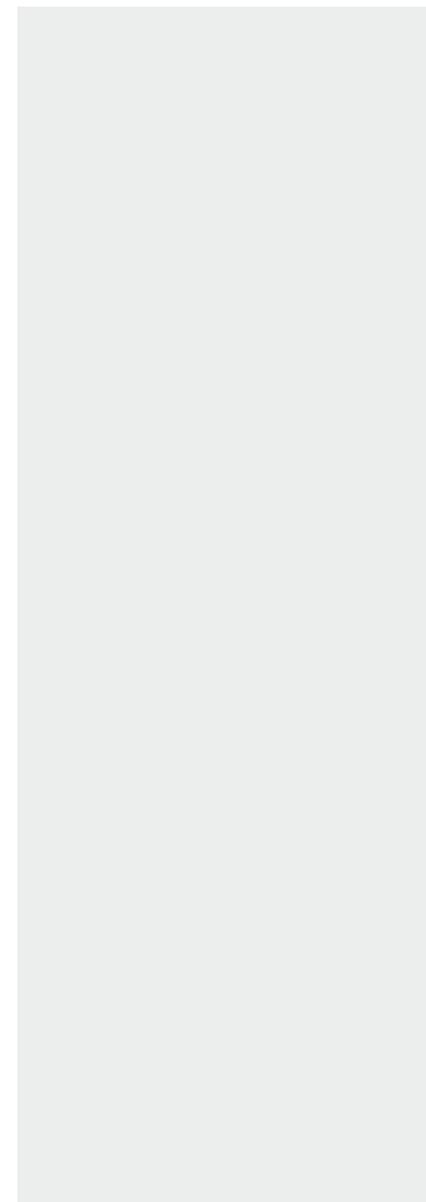
The primary objectives of the OGI study are:

- Measure and understand the impact of the Olympic Games in a Host City, its region and country
- Help bidding cities and Olympic organisers identify potential legacies in order to maximise the benefits of their Olympic Games
- Enable the IOC to create a relevant and useful knowledge base of the impacts and legacy of the Games.

The OGI study is part of a wider IOC Olympic Games sustainability framework which promotes a combined application of sustainability management systems with the need to monitor and assess impacts and ultimately to use credible reporting tools.

The scope of the OGI study covers the three recognised spheres of sustainable development, i.e. economic, socio-cultural and environmental. Within this context, the study contains mandatory thematic topics such as air and water quality, new and improved infrastructure, energy, and social inclusivity. Each thematic topic is broken down into targeted focus areas for which data is to be collected, monitored and analysed.

The OGI study covers a period of twelve years. The period encompasses the two years prior to the Host City election and continues three years post-Games. Five territorial notions are proposed to cover the geographical areas affected by the planning and staging of the Olympic Games. They are: (1) World, (2) Country, (3) Region, (4) City and (5) Olympic sites.





BOX 3 KNOWLEDGE TRANSFER

Through advanced tools and processes such as the OGKM programme and the OGI studies, the IOC supports OCOGs during their Olympic lifecycle, from bid to dissolution. It provides extensive educational material and service from continual knowledge-building capacity, through technical manuals to ad-hoc workshops.

For their part, OCOGs are expected to fully participate in the IOC's knowledge transfer activities, first by benefitting and learning, later by contributing new and updated information and knowledge.

Sochi, the Host City of the 2014 Winter Olympic Games in Russia, provided their initial OGI Report in 2010 and the second in 2012. These reports highlighted economic effects and benefits brought about by the Games, such as additional businesses being formed and construction and employment opportunities, which have had a positive impact on the local economy. Social developments' including an improved sporting infrastructure that has led to more grassroots sports participation, a better focus on volunteering and changes in attitudes to disabled people have also been assessed by the reports. Lastly, the studies indicated that there has been an increased awareness of green standards being used in Olympic construction and the improved waste management in Sochi.

Bergisel, YOG Innsbruck – Austria



In 2009, UNEP published an independent assessment of the 2008 Beijing Olympic Games environmental performance and made recommendations for future editions of the Games and for other major sporting events.

The study was broadly complimentary, concluding that “Increased awareness of environmental issues in China, particularly among Beijing residents and businesses, is a powerful legacy of these Games”.²²

Recommendations included:

- Promotion of water management strategies/technologies
- Encouraging future host cities to invest in innovative approaches in energy-efficient design and water-saving technologies, and the adoption of eco-friendly purchasing policies for games-related construction
- Offering assistance to the IOC and other sport organisations in compiling climate neutrality standards
- Suggesting that selection criteria for future sponsors and OCOG partners include mandatory or baseline environmental requirements and that future OCOGs develop mandatory environmental guidelines for suppliers, merchandisers, caterers and accommodation.

The IOC endorsed the need for lasting benefits accruing from Games both for the benefit of sports and for the wider community, saying organisers should: “Plan with long-term legacy in mind, thinking about the legacy use in 30 years’ time and not just the period immediately after the Games”.²³

OCOGs and their delivery partners are increasingly embracing the use of national and international event organisation and construction standards. Turin 2006 was the first OCOG to

gain International Organisation for Standardisation (ISO) certification and to use the European Union’s Eco-Management and Audit Scheme (EMAS) management tool, which allows organisations to evaluate, improve and report on their environmental performance.²⁴

Vancouver 2010 was the first Olympic host city to ensure that their purpose-built competition venues and athletes’ accommodation were rated by Leadership in Energy and Environmental Design (LEED), an initiative of the US Green Building Certification Institute, which covers design, both interior and exterior, construction, maintenance and neighbourhood development.²⁵

The evolving work of the IOC and OCOGs has brought about this year the launch of ISO 20121 – an International Sustainable Event Management System Standard that will change significantly the way events around the world perceive their economic, environmental and social impact.

London’s commitment to staging a sustainable 2012 Games was the immediate catalyst for the creation of the standard, developed using the expertise of event industry representatives from more than 30 countries. In launching ISO 20121, the Chair of ISO/PC 250 explained that the new standard would support business, cultural and sport events around the world “to work in a new way and consider sustainability at every point in the planning and delivery of the event” and added: “This standard has the potential to create a sustainable event industry – a significant legacy from the Olympic Movement and Olympic host cities”.²⁶

22 Independent environmental assessment: Beijing 2008 Olympic Games, UNEP, 2009, http://www.unep.org/publications/search/pub_details_s.asp?ID=4018

23 Final report of the IOC coordination commission: games of the XXIX Olympiad Beijing 2008, IOC, 2008, <http://www.olympic.org/Documents/Reports/EN/Br-Beijing-ENG-web.pdf>

24 EU Eco-Management and Audit Scheme, http://ec.europa.eu/environment/emas/index_en.htm

25 Leadership in Energy and Environmental Design, <http://www.leed.net/>

26 ISO to develop sustainable event standard in run-up to 2012 Olympics, Press Release Ref. 1281, 5 January 2010, <http://www.iso.org/iso/pressrelease.htm?refid=Ref1281>



EXCHANGING IDEAS

Biennial conferences are organised by the IOC on Sport and the Environment, in conjunction with Olympic Solidarity and the respective IOC Commission. These bring together representatives and partners of the OM as well as governments, international and NGOs, industry, businesses, research institutes and the media.

The conferences assess the progress being made in the field of sustainable development by members of the OM and provide an opportunity to exchange knowledge, as well as encouraging cooperation to further the development of environmental policies for sport.²⁷

The IOC World Conference on Sport and Environment in Doha in 2011 stressed the important role of youth in the promotion of environmentally sound development. The *Doha Declaration*²⁸ recommended that the IOC and NOCs “develop and support educational programmes for young people on the environment and sustainable development” and that NOCs “consider promoting and supporting initiatives that engage young people, particularly in under-privileged communities, in sustainable development activities”.²⁹

27 “From Plan to Action” for a better environment, IOC News, 5 June 2007, <http://www.olympic.org/news?articleid=54826>

28 Doha Declaration, op. cit.

29 Ibid.



BOX 4 PARTNERSHIPS FOR SUSTAINABLE DEVELOPMENT

The Fifth World Conference on Sport and the Environment (Torino, 2003) set out eight steps that remain key to ensure that the OM and the sports community conduct sport and leisure activities in an environmentally sustainable manner. These steps, detailed below, continue to guide the OM today.

Sport as a Tool for Sustainable Development and Solidarity

- Toolkits should be created for NOCs in developing countries to assist them in developing opportunities to promote sustainable development, and in developing appropriate action plans to address their particular priorities and challenges
- The IOC Sport and Environment Commission, through the Olympic Solidarity programmes should assist NOCs in the formulation and implementation of sport and environmental projects
- The IOC and partners should develop and produce guidelines for feasible projects at the national level
- Sport should be used in addressing other social and economic priorities such as the fight against poverty and the spread of HIV/AIDS, and in the promotion of social justice, human well-being and gender equality.

The Role of Athletes

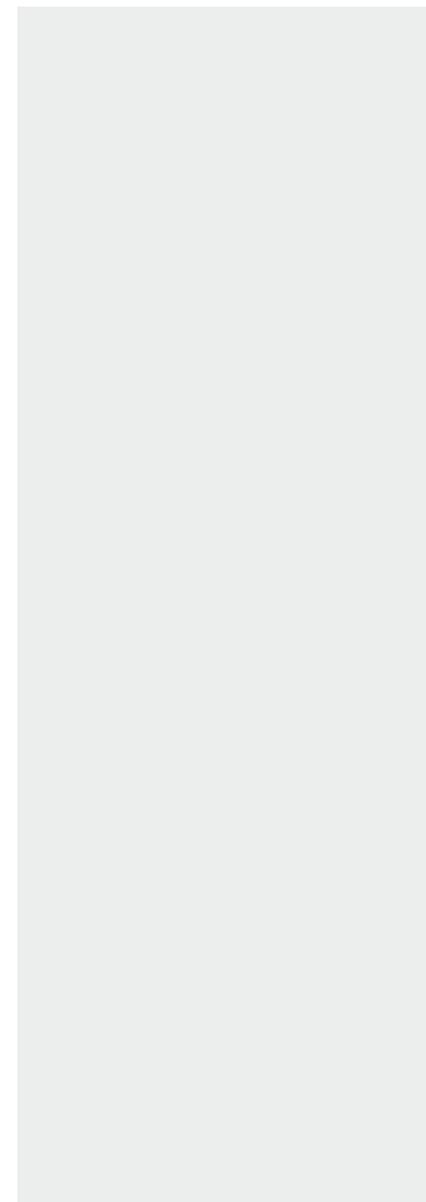
- Maximise the effective role of athletes and organisations in education and awareness, by promoting and communicating the importance of sustainability and protection of the environment
- Encourage athletes to act as role models and take part in communicating green messages to the community.

Events Collaboration at Community Level

- Effective partnerships between organisers and both local and national authorities, and civil society from the outset are essential for the environmental success of any sports event
- The role of athletes as role models in establishing such collaboration should be developed to promote a safe and healthy environment.

Sustainable Venue Design

- Respect for the environment in venue design is an integral part of the sustainable development legacy of the Olympic and Paralympic Games
- Sustainable development must embrace the interaction of all members of the local community with their improved environment.



**BOX 4 CONTINUED****Environmental Legacy**

- Organising Committees must build strong relationships with all stakeholders (including the community, local authorities and the private sector)
- Transfer of knowledge must take place from city to city and remain active beyond the Games.

Marketing Partnerships for Sport and the Environment

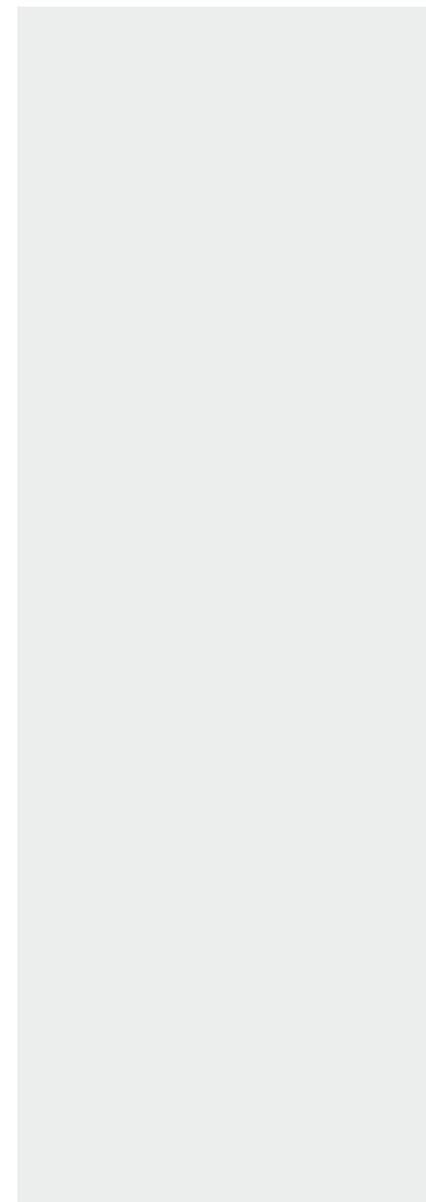
- As the environment has become a very important element in society and in the Olympic portfolio, the Olympic Games can offer a unique opportunity to showcase environmentally-friendly projects and raise sponsors' environmental profiles
- It is critical to ensure service providers and sponsors endorse the environmental policy and fully support it from early stages of planning to avoid problems later
- Close communication between the organiser (rights holder) and the sponsors is essential in order to make the most of opportunities to build a strong environmental programme and to profile more sustainable products and services.

Measuring Event Sustainability

- Integrating environmental, social and economic information streams into management accounts and decision-making processes is fundamental for a positive legacy of every Olympic Games
- In this context the further development of the IOC's Olympic Games Impact (OGI) project is relevant to the overall sustainability of sporting events.

“Greening” Products and Services

- The strongest results are achieved when sustainability is emphasised and promoted throughout the entire “product chain” of supplies, products and services that are associated with a sports event and facilities.
- Organisers must clearly define and communicate, both internally and externally, their sustainable objectives and priorities. Appropriate guidance and decision-making systems should be put in place to lead all partners (notably suppliers of all products and services) towards a strong performance in these areas
- The green procurement policies and tools must be disseminated to all public authorities and other partners.



The IOC also organises continental and regional seminars that address specific issues related to individual regions under the theme “Think globally, Act locally”. These forums provide a platform for NOCs to exchange ideas and share experiences on initiatives implemented by NOCs and their Sport and Environment Commissions, to identify major issues to be resolved and to secure commitment on relevant measures and actions to implement at a national level.

Participants also learn how sport can support national environmental institutions and their governments.

The forums promote:

- Advocacy, by generating greater awareness of the environment and sustainable development and their links to sport
- Information sharing, through increasing knowledge of action by the sporting community, model projects, potential financial resources and partners, and explaining how to access Olympic Solidarity for sport and environment funding
- Action plan design, through helping their development and defining implementation processes
- Networking, by helping develop partnerships between sporting and other organisations linked to the environment.

Participating NOCs are asked to:

- Prepare sport and environment action plans that address the environment in its wider interpretation, encompassing sustainability, gender equality and human development and specifically targeting youth, athletes and the media
- Use the Olympic Solidarity World Programmes by submitting sport and environment projects to be implemented in their respective countries.³⁰ The Olympic Solidarity World

Programmes offer the NOCs assistance adapted to the level of their athletes and the type of competitions for which they are preparing.³¹

Within the context of the conference programme, seminar delegates are introduced and trained in assessment and sustainability tools such as the *Sustainable Sport and Event Toolkit* (SSET) and ISO 20121. SSET aims to give sports organisations the tools required to incorporate sustainability organisationally and to plan and execute sustainable sports events. It is in part a VANOC legacy and the IOC is its Principal Supporting Partner.³²

Recent seminars included the 2009 IOC Continental Seminar for the 17 NOCs of Oceania, at which the SSET toolkit was introduced and the specific issues of small island developing states (SIDS) addressed. The 2012 Continental Seminar for the 49 European NOCs, held in Wroclaw, Poland, included interactive training with practical exercises in:

- Identifying sustainability issues relevant to a participant's specific situation
- Gaining an understanding of how to use ISO 20121 to start working in a way that considers social, economic and environmental impact

Participants ended by identifying potential case study topics on issue identification and made a commitment to contributing to information sharing using the “case study” approach.

30 Progress Report: Sport, Environment and Sustainable Development - Eighth IOC World Conference on Sport & Environment Vancouver, Canada, 29-31 March 2009, IOC, http://www.olympic.org/Documents/Conferences_Forum_and_Events/Sport_and_Environment/Progress_Report1-WCSE-Innovation_and_Inspiration-Vancouver-2009.pdf

31 Olympic Solidarity World Programmes <http://www.olympic.org/content/the-ioc/commissions/olympic-solidarity/world-programmes/>

32 Sustainable Sport and Environment Toolkit, Inspired by Vancouver 2010 (<http://www.podium.ac.uk/news/view/142/sustainable-sport-and-event-toolkit-inspired-by-vancouver-2010>)



BOX 5 IOC SPORT AND ENVIRONMENT AWARD

At the recent 9th World Conference on Sport and Environment (Doha 2011), outstanding contributions to the promotion of a healthy environment and the introduction of sustainable development are honoured through the Sport and Environment Awards.

These are given to individuals, groups and organisations that have shown particular initiative or taken action to drive environmental or sustainability efforts and projects within their own communities. One award is given for each of the five continents.

Award Categories

- Design and/or construction of sport facilities
- Protection and enhancement of biodiversity or cultural heritage through sport
- Environmental education or raising sports community awareness on environmental and sustainability issues
- Management of sport events, facilities or clubs
- Media coverage and production of material to promote sustainability in sport
- *Agenda 21* initiatives, incorporating sustainable sport practices.



The IOC Sport and Environment Award
– Trophy



OLYMPIC SOLIDARITY

Olympic Solidarity's aim is to organise support for all NOCs,³³ particularly those with the greatest needs.³⁴ While this is largely focused on the development of sport – helping committees to reinforce their structure and support athletes – the OS sport and environment programme protecting the environment is an attitude inseparable from sport and culture.

The programme encourages NOCs to include environmental considerations in their policies and helps them undertake activities in this field, using sport as a tool for green development. It enables NOCs to send delegates to IOC conferences on sport and the environment, as well as regional and continental seminars, the principal aim of which is to help NOCs with the implementation of strategies and actions in this field.

It also empowers NOCs to set up and carry out national initiatives linking sport and the environment such as national seminars, targeted awareness campaigns, sporting events and clean-up campaigns at sports venues and infrastructures.³⁵

Olympic Solidarity supports the growing number of Sport for All activities, helping NOCs to promote sport and the practice of physical activities at all levels of society. NOCs wishing to develop individual initiatives are enabled to organise national Sport for All pursuits such as Olympic Day, awareness campaigns, programmes aimed at target groups, seminars or training.³⁶

33 Olympic Solidarity: Creation and Development, IOC, 2006, http://www.olympic.org/Documents/Commissions_PDFfiles/creation_development_en.pdf

34 The Mission of Olympic Solidarity: <http://www.olympic.org/olympic-solidarity-commission>

35 Where The Action Is: 2009-2012 Quadrennial Plan, Olympic Solidarity, http://www.olympic.org/Documents/PDF_files_0807/os_2009_2012_en.pdf

36 Ibid.



BOX 6 2011 OLYMPIC SOLIDARITY KEY FIGURES*

- **208** individual NOC initiatives across six programmes
- **59** NOCs received assistance to participate in the 9th World Conference on Sport and the Environment and the 14th World Sport for All Congress
- **22** NOCs attend IOC Continental Seminar on Women and Sport
- **135** NOCs attend IOC Continental Seminar on Sport and the Environment.

*Provisional figures

Sport and Education Programme,
Osire, Namibia

OLYMPIC LEGACY

The IOC works to ensure that all stakeholders in the planning of the Games consider the impacts of their actions and policies and make best use of the opportunities that come from hosting the Games and, to a lesser but still important extent, bidding for an Olympic Games.

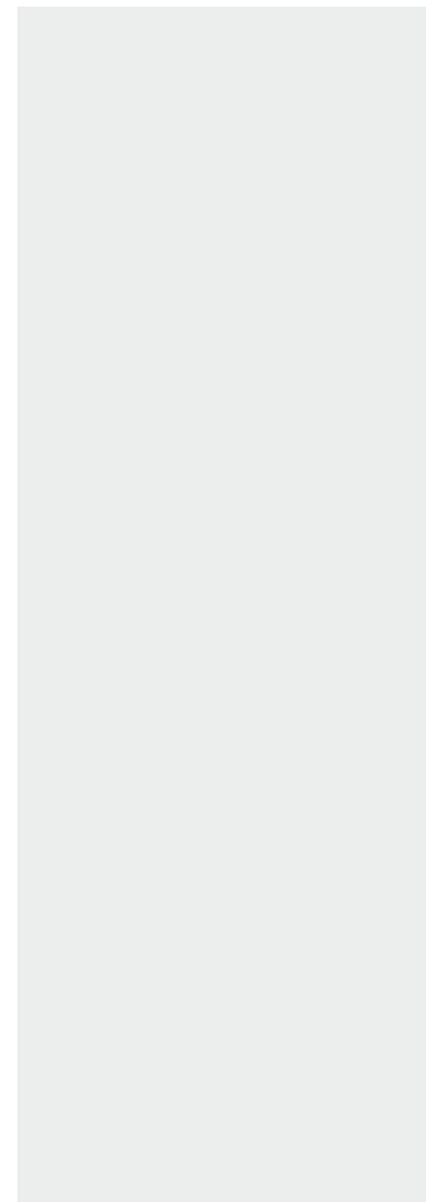
To make the most of these opportunities and identify and mitigate risk for bid cities, the IOC advocates the consideration of the following principles:

- The delivery of a positive and sustainable legacy requires early planning and long-term vision
- A host city, region or country does not have to wait until after its Games to reap the benefits of Olympic legacy
- Early involvement and direction from urban planners is crucial to ensure Olympic infrastructure is aligned with the city's long-term urban planning needs and objectives
- Legacy objectives must be realistic. Managing expectations is crucial for a bidding city and subsequent OCOGs as the Games cannot address all of the challenges that a host city or country faces
- Long-term legacies must be permanently locked into existing institutions such as public authorities and businesses. These organisations will exist after the Games and can oversee legacy planning to fruition
- There must be clear delineation of roles and responsibilities in planning, design and implementation and ongoing management and operations

- Legacy objectives should be communicated and shared with the Host City and country's inhabitants to encourage public engagement and support. Communications should be developed and shared regularly
- Where there is potential for a particular action to have both a positive and negative legacy – for example a new venue having a positive sport legacy but a negative environmental legacy – decisions should be made taking the city's overall needs and priorities into account
- Flexibility is recommended in planning and implementation as objectives can evolve and be affected by external events and decisions.

In tracing the development of environmental and sustainability thinking and action across the OM ([Chapter 4](#)) there are many examples of the positive legacy provided by the Games in terms of socio-economic, environmental and physical development. Many are tangible; however there are less quantifiable benefits. Barcelona's former Mayor Jordi Hereu summed it up, saying: "There was also something intangible which was the pride given to the people of Barcelona".

Legacies can also be delivered by unsuccessful candidate cities. Over the years, bid cities have tried to use the passion and commitment created through the bidding stage to develop and implement initiatives that have a legacy irrespective of the outcome of their bid.



BOX 7 OLYMPIC LEGACIES WITHOUT THE GAMES

Improving City Infrastructure

The New York City bid to host the 2012 Games sought to use the Olympic Games as a catalyst for developing facilities and infrastructure with lasting value for the city. NYC2012 formulated a plan focused on seven underdeveloped areas: the Far West Side of Manhattan, Brooklyn's East River Waterfront, Long Island City in Queens, Flushing in Queens, Harlem, the South Bronx, and Downtown Brooklyn.

Despite being unsuccessful in their Olympic candidature, their comprehensive plans were approved. A major re-zoning has been achieved, affordable housing is under construction, public transport has been improved and new parks and other new infrastructure and amenities are under way. Four of the sport facilities that were to be part of the Olympic Plan have either been completed or are under construction.

New Neighbourhoods

Redeveloping the ex-industrial Hammarby Sjöstad area of Stockholm formed part of the city's bid for the 2004 Summer Olympic Games. Although the bid failed, it provided enough momentum for the regeneration to continue, resulting in a pilot for environmentally friendly housing in a city where housing demand is high. When complete there will be 11,000 apartments, new transport links, leisure facilities and green public spaces. To date 6,600 homes have been built, transforming the area into a neighbourhood popular with young families.

Improving environmental standards

Sion in Switzerland mounted bids in 2002 and 2006 for the Olympic Winter Games and used the bids to drive a series of

sustainability initiatives. At the time, the Canton of Valais allowed development with little consideration given to the application of Swiss federal standards. As a result, the bids had the effect of raising awareness of responsible development and green issues and contributed to the result of a 2008 referendum which saw citizens maintain the right of environmental groups to delay the issuance of permits on projects that do not meet the national environmental regulations.

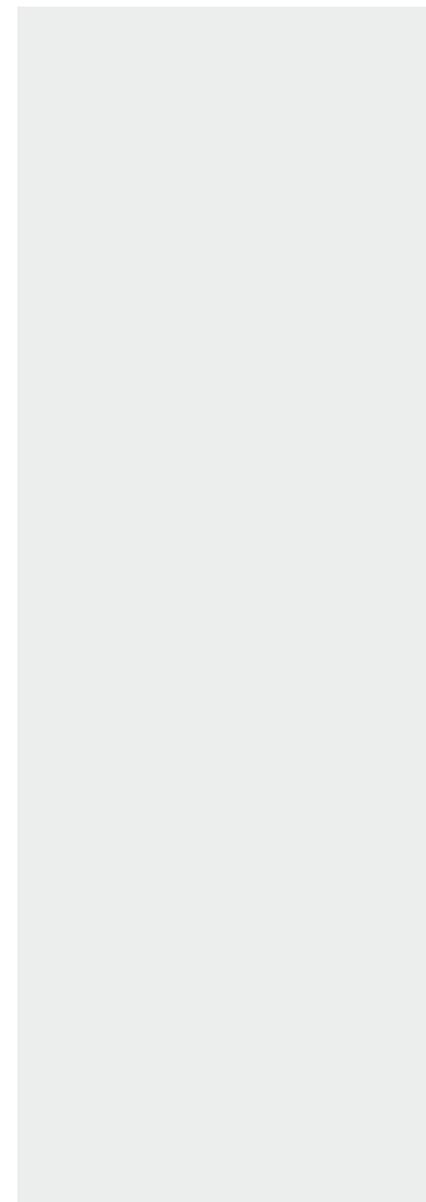
Improving participation

Manchester in the UK missed out twice on the Games but fulfilled a bid pledge by building the National Cycling Centre. This arena is in constant use both by amateurs and professional athletes. The centre runs a wide programme of activities for all levels of ability and offers sessions to anyone who wants to try cycling.

Benefits regardless of a successful bid

Chicago in the US decided early on there would be a legacy element to its bid for the 2016 Summer Games, regardless of whether it was successful. The result was the creation of World Sport Chicago (WSC), which introduces children to Olympic and Paralympic sports and links them to National Governing Bodies (NGBs) of sport. Five years on, WSC has worked with more than 30,000 youngsters, introducing them to new sports, providing coaching and a scholarship programme for young people who demonstrate a commitment to Olympic values, and B.A.M. (Becoming a Man).

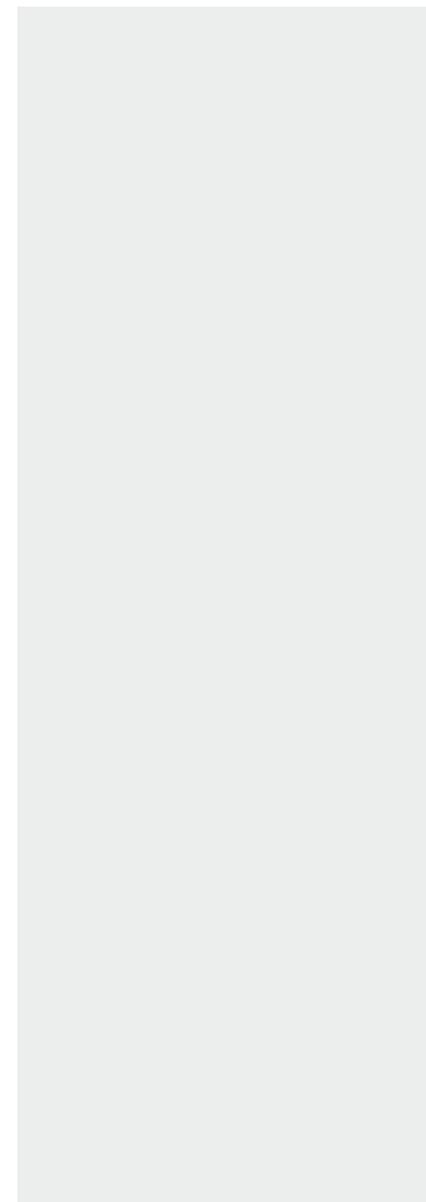
The WSC means that at-risk young men have been provided with a safe environment where discipline, responsibility and work ethic are promoted to reduce their exposure to violence and promote positive outcomes.





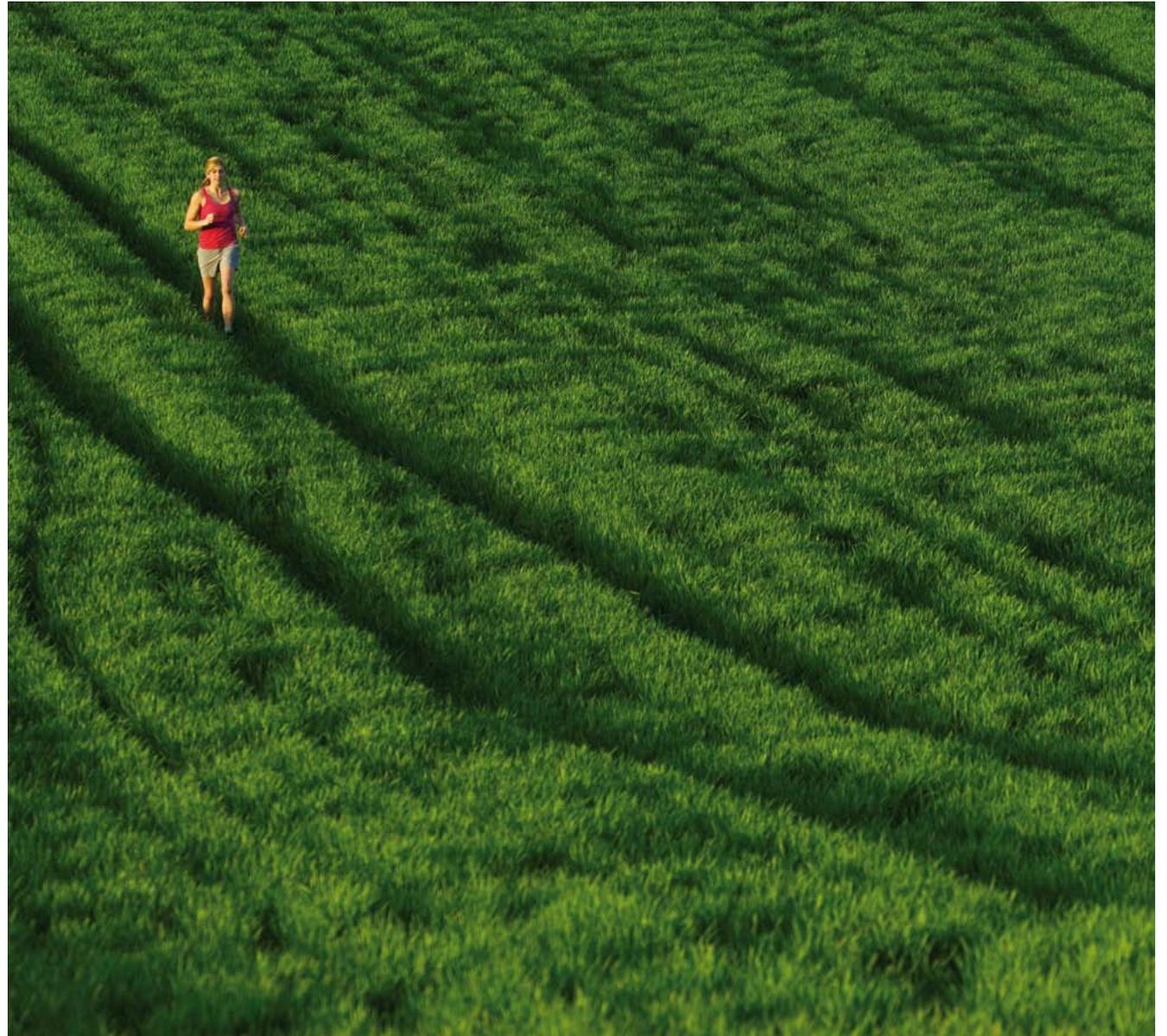
CONCLUSION

Through the Olympic Games Knowledge Management (OGKM) framework, Olympic Solidarity World Programmes and using evaluation methods such as the Olympic Games Impact study, we can clearly see how the IOC provides support for grass roots initiatives, bid cities and Games organisers around the world to ensure Games have a minimum environmental impact and a positive legacy on residents of host cities. Moreover, the regeneration and upgraded facilities enjoyed even by residents of host cities whose bids are unsuccessful, illustrate how a body such as the IOC can be influential in promoting and managing sustainable development in sport and beyond the immediate world of the Games.



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INTRODUCTION

Sustainability is a continuous project, and promoting its widespread adoption is a process that began for the OM by encouraging the implementation of modest green actions. This section illustrates how the OM's responsible development performance in the context of staging Olympic Games has evolved over the 20 years since the 1992 Earth Summit.

LILLEHAMMER 1994

Environmental issues first surfaced in the planning and construction for the Olympic Winter Games in Lillehammer, Norway. As the OCOG stated, Norwegians have a strong culture of affiliation to nature, steeped in historical traditions, brought into sports and recreational activities. They also have a powerful environmental lobby backed by public opinion.

Together with Olympic sponsors, Norway's established environmental lobbies and local residents strongly pressed the Lillehammer Olympic Organising Committee (LOOC) to take full account of environmental issues such as the integrity of a bird sanctuary, deforestation and air pollution. LOOC quickly realised that the development of a collaborative action plan could transform the Games into an environmental showcase. Venues were built where possible with local materials, ski runs were redesigned to avoid having an impact on virgin forests, and spectators used millions of recyclable plates and utensils.

NAGANO 1998

Building on the 1994 Games, a number of green activities and strategies were employed by organisers and sponsors, including use of low-emission vehicles, natural gas vehicles, electric cars and hybrid buses; recyclable printer cartridges and wrapping materials and the introduction of recycling boxes at Olympic venues and throughout the host city.

SYDNEY 2000

"We all share the same sun, the same dream, the same earth, the same air" – so ran Sydney's 1993 official bid song, setting a green theme in its application for the 2000 Olympic Games. However, the planning, delivery and legacy of these Games went further. According to the Sydney Organising Committee (SOCOG) "we weren't just about minimising environmental losses, rather, we set out to see how we could benefit the environment into the future".³⁷

The core of the SOCOG environment programme was the green regeneration of the major Olympic site at Homebush Bay, formerly home to abattoirs, factories and an industrial dump. The organisers developed the 450 ha Millennium Parklands, including a 50 ha aboriginal forest and 40 kms of pedestrian and cycle trails surrounding the Olympic venues. More than 100,000 shrubs and 7,000 trees were planted. Post-Games, the Olympic Village became a suburb housing more than 5,000 people, complete with a retail

Lillehammer 1994, Norway

Sydney 2000, Australia

³⁷ Official Report of the XXVII Olympiad Sydney 2000 Olympic Games, Sydney Organising Committee for the Olympic Games, 2001, <http://olympic-museum.de/o-reports/report2000.htm>

centre including a supermarket, service station and a range of specialty shops which during the Games had been used for retail, administration, entertainment and athlete services. The primary school, childcare and community centre built for future residents were used as the polyclinic for the 17 days of the Games.³⁸

With clear environmental guidelines, careful planning and talks with potential contractors and suppliers, SOCOG ensured that no polychlorinated biphenyls – a persistent organic pollutant subsequently banned by the UN Stockholm Convention in 2004³⁹ – were used in developments, while the use of polyvinyl chloride was minimised.

Recycled building materials were extensively used, water was purified and recycled for use in lavatories and for landscape watering, natural light and ventilation were optimised in the buildings to reduce energy consumption and care taken to protect native flora and fauna.⁴⁰ The Olympic Village became the world's largest solar-powered suburb, ending the myth that green technologies for housing were too expensive to implement on a large scale.

A report on the environmental performance of Sydney 2000 by the Earth Council Alliance,⁴¹ an organisation founded by UNEP to mobilise and support citizen groups working to implement *Agenda 21* commented: "Records have also been set in the race towards a sustainable development. Some of these are Olympic performance records – that is the best ever performance at a summer Olympic event – others are truly world performance records for an event or development project of any kind".⁴²

ATHENS 2004

The return of the Games to their physical and spiritual birthplace was seen by the Athens Organising Committee (ATHOC) as "a way to revitalise the Games and light the way for the next decades".

ATHOC used the opportunity to utilise innovative technology and environmental planning to minimise the Games' environmental impact and transform the local environment by improving infrastructure.⁴³ Additionally, the host city realised that the Games could provide the opportunity to spread environmental awareness and values to a large audience – in particular young people.

The tangible legacy of the 2004 Games included improvements in the city's public transport infrastructure. A new international airport was built with fast links to the city centre; the metro system was expanded (it now carries one million passengers each day),⁴⁴ a tramway was built, a city ring road was constructed and a computerised road-traffic management system introduced. All of these helped reduce the city's extremely heavy traffic and improved its air quality.

To spread environmental awareness, ATHOC developed an environmental mark symbolising the unity of humanity and nature, which was backed by a range of merchandising carrying the message "The Environment is Us". In the lead-up to the Games, educational leaflets described how spectators and staff could reduce their environmental impact by using public transport, not dropping litter, cutting down on waste, and recycling plastic bottles in bins.

38 Ibid.

39 Stockholm Convention on Persistent Organic Pollutants (POPs), <http://chm.pops.int/Convention/tabid/54/Default.aspx>

40 Official Report of the XXVII Olympiad Sydney 2000 Olympic Games, op. cit.

41 Earth Council Alliance, <http://www.earthcouncilalliance.org/Founders.html>

42 Sydney 2000 Olympic and Paralympic Games: environmental performance of the Olympic Co-ordination Authority, fourth and final Review, The Earth Council, 2001.

43 Official Report of the XXVIII Olympiad, ATHOC, 2004, <http://olympic-museum.de/o-reports/report2004.htm>

44 Ibid.



On UN World Environment Day in 2002 ATHOC staff, members of the local municipality, the forest and fire services and local students collected more than 100 m³ of waste from mountain bike venue Mount Parnitha.

And in 2004 ATHOC organised “Sparkling Greek Seas,” where groups of schoolchildren, members of the World Olympians Association (WOA), divers and the Greek national synchronised swimming team cleaned Athens’ beaches and shallow waters. Marine environmentalist Jean-Michel Cousteau, who led the diving team, commented “we need to stop using the oceans as a garbage can”.⁴⁵

ATHOC worked with Olympic sponsors to promote green technologies including a Hyundai hybrid car and Panasonic’s wind and solar-powered lighting units. At the Games, Coca-Cola promoted ATHOC’s recycling activities, Kodak organised a used battery recycling programme and Heineken developed cups made of recyclable plastic (PET) which carried messages promoting waste separation and recycling. All of these initiatives left a legacy in terms of general environmental awareness across Greece.

Always aware of its heritage, Athens modified its historic city centre to a pedestrian area, and the facilities, including the lighting, of the ancient monuments and the stadium built for the inaugural modern Olympic Games (1896) were improved.

This legacy continues, reminding millions of future visitors of the culture that spawned the Olympic Games.

TORINO 2006

Building on the steps taken by their predecessors, Turin’s Organising Committee (TOROC) made maximum use of OGKM and the lessons of the *IOC Guide on Sport, Environment and Sustainable Development* to deliver a Winter Games that in many areas respected the principles of sustainable development.

TOROC developed an environmental management system that for the first time in Olympic development gained ISO 14001 environmental management certification and European Union Eco-Management and Audit Scheme (EMAS) registration. The latter is a management tool that improves environmental performance, increases credibility and, importantly, facilitates transparency. The EMAS registration supported the coordination and implementation of a number of environmental projects.

TOROC also created the HECTOR (HERitage Climate TORino) project to increase understanding of climate change issues and enable the offsetting of greenhouse-gas emissions during the Games by investing in reforestation, energy efficiency and renewable energy projects.

HECTOR allowed TOROC to analyse every aspect of the Games including transport infrastructure, hospitality facilities, and waste and sustainable event management. It estimated the volume of direct and indirect greenhouse gas emissions, then partnered with Italian and international compensation projects to offset these emissions.

Torino 2006, Italy

TOROC also developed environmental criteria for all the key categories of the supply chain. Following the tender process, suppliers were asked to sign the TOROC Specification on Environmental Quality and Protection.

Olympic Sponsors were equally invited to adopt sustainability guidelines. Companies implementing the guidelines were subsequently able to use the TOROC environment 2006 logo.

In terms of greening the event, TOROC optimised the use of water, storage facilities required for making snow. Initial estimates suggested that 20 reservoirs would be required for snow manufacturing with a combined capacity of 350,000m³.

Careful planning helped identify optimum catchment points and ways of managing the times of extraction that minimised the impact of taking water from the supply system as a whole and reduced interference with civil, agricultural, and industrial uses reducing estimates of need by more than a third and the number of storage facilities to just nine.

This planning, thanks to a better understanding of the water-cycle valleys brought about by the construction of the Olympic facilities, also allowed for improvements in the local water system after the Games were over.

The above reflected TOROC's concern to deliver a net improvement to the area's environment as part of its legacy. Compensation work to ensure environmental integrity involved river bank protection, reforestation, and the application of nature-friendly engineering techniques to combat hydro-geological instability drainage and support piling to prevent landslips, dyke building, and securing unstable slopes; these all contributed to local sustainable development.

TOROC entered into a strategic alliance with UNEP in the lead-up to the 2006 Games to provide support and cooperation in the implementation of environmental projects connected to the Games and their legacy. The strong cooperative relationship that developed between the two bodies was a genuine step forward in the environmental management of sporting events and both parties agreed to spread the message about this example of best practices within the Olympic Movement and to other sports authorities.⁴⁶

BEIJING 2008

Beijing was determined to host Games that would fundamentally change the environment of the city for future generations. The Games was a catalyst in bringing the concept of environmental sustainability into a comprehensive city development plan – an early example of the development of the green economy.

The host city's action plan focused on making environmental protection a prerequisite in Olympic construction, formulating strict ecological standards to guarantee enforcement, adopting eco-friendly and energy-saving technologies and materials, and promoting the development of environment-related industries.

Authorities worked to raise public awareness of environmental stewardship and eco-friendly consumption and to encourage citizens to make Beijing a more livable city. Priority was particularly given to water, air pollution and the handling

Beijing 2008, China

⁴⁶ Final Report XX Olympic Games Torino 2006, <http://www.la84foundation.org/6oic/OfficialReports/2006/2006v3.pdf>



of waste. This was an inclusive process involving not only the Beijing Organising Committee (BOCOG), the city's authorities and China's government, but more than 20 NGOs and UNEP, whose offer to carry out an environmental audit of all BOCOG's activities, starting in 2001, was welcomed.

Measures to protect drinking water, clean rivers and lakes and enhance wastewater treatment were all given high priority. Beijing's major rivers all underwent environmental regeneration, including the introduction of aquatic plants and animals to carry out natural purification, and 10 water-recycling facilities were built in lakes and rivers to improve water quality.

Sewage treatment was dramatically improved and new treatment plants in Beijing and satellite towns and villages now handle the majority of the city's waste water.

Air quality was a major issue, and 200 measures addressed pollution concerns. More than 300,000 high-emitting vehicles including 11,000 used in public transport were replaced or scrapped, polluting factories were relocated, heating systems of more than 60,000 households were converted from coal burning to cleaner natural gas while desulphurisation, nitrogen oxide abatement and dust control measures were carried out on Beijing's major thermal power stations.

To ensure these measures made a difference, and would have a lasting legacy the Beijing municipality established sampling stations to monitor concentrations of sulphur dioxide, carbon monoxide, nitrogen dioxide and particulate matter. By 2008, concentrations had decreased by 12-33%.⁴⁷ In addition, enterprises that stopped production during the Games to contribute to improving air quality levels could not recommence until they had solved their pollution issues.

Beijing did not only resort to technological measures. Planting shelter belts and innovative grassland repair projects helped reduce the effects of sandstorms. In addition, 25,000 ha of green corridors and shelter forests for farmland, as well as 12,600 ha of urban greenbelts, were created. This became a public-participation activity when President Hu Jintao and other senior leaders, soldiers, police, schoolchildren and local residents joined the campaign.

In Beijing, this increased the green area of the city to 43% of its total surface, increasing the green area per citizen, including more than 8% designated as natural areas. In addition to improving ambient air quality, the projects helped absorb 16.4 million tonnes of carbon dioxide in the seven years before the Games.

Municipal authorities also began promoting the sorting and recycling of solid waste. By 2007, more than 50% of Beijing's waste was being sorted by citizens, with 35% being recycled, a threefold increase. Detoxification of household waste also increased, reaching 100% in the city itself, and 85% in suburban areas.

The "Beijing Green Olympic Games" also had a tremendous effect upon people's attitudes and ways of life. An increasing number of people continue to consciously practice green consumption and participate in environmental initiatives. The fact that the numbers continued to rise after the Games confirms a great environmental legacy for China and for the OM.

47 Official Report of the 2008 Beijing Olympic Games, Vol 3, BOCOG, <http://olympic-museum.de/o-reports/report2008.htm>



VANCOUVER 2010

Vancouver focused on building “increased awareness about sustainable solutions for business, communities and individuals and encouraged action on local and global sustainability challenges”,⁴⁸ taking the view that sustainable solutions marry ecological, social and economic benefits.

Vancouver became the first Olympic host city to ensure that all buildings for the Games achieved at least Leadership in Energy and Environmental Design (LEED) Silver standards, an internationally recognised green building certification system. One of the key venues was the Vancouver Convention Centre from which 10,000 journalists covered the Games. It has a living roof – the largest in Canada – with hives for 60,000 bees and planted with more than 400,000 individual plants and grasses from 19 indigenous species selected to attract insects and birds. A marine habitat is built into its foundations, ideal for mussels, seaweed, starfish, crabs and fish. Its green roof helps with water conservation, which, combined with its desalinisation and sewage treatment systems, reduced its freshwater draw-off during the Games by up to 70%.

The Richmond Olympic Oval speed-skating venue used salvaged timber that had been eaten by mountain pine beetles. By using this wood, VANOC helped communities that had been economically hit by the infestation, showcased the beauty of the material and reduced unnecessary waste.⁴⁹

VANOC's zero-solid waste management strategy involved its contractors, suppliers, sponsors, staff and the OCOG and employed activities and techniques such as donating used materials to community groups and optimising all recycling options including composting.

To illustrate: VANOC worked with the caterer at the Olympic Village to make daily leftover food donations to community food banks. Worldwide partner, Coca-Cola gave large syrup containers for reuse as receptacles to collect and recycle drink bottles as well as bottle-compacting units for each of the main venues. After the Games these were given to recycling depots in local communities.

VANOC aimed to divert at least 85% of solid waste generated from landfill for the seven years of the Olympic project. Although only 77% was diverted from landfill, in the end 63% was either recycled or composted.⁵⁰

Zero net carbon dioxide (CO₂) emissions making the Games climate-neutral was also central to VANOC's planning. To keep emissions in line with this target, venues were clustered to minimise energy and travel requirements. Innovative approaches to energy management were also adopted including the harvesting and reuse of waste heat energy from ice refrigeration plants, the use of clean hydro-power and biodiesel generators.

In addition, there was an emphasis on smart travel, with expanded public transport, including a fleet of hydrogen-fuelled buses that reduced fuel use and carbon emissions, smart driver training and careful planning that succeeded in reducing the number of cars on the road during the Games by 30%.⁵¹

Vancouver 2010, Canada
Richmond Olympic Oval

48 Official Report of the 201 Vancouver Olympic Games, Vol 1, <http://www.la84foundation.org/6oic/OfficialReports/2010/2010v1.pdf>

49 <http://www.canadiandesignresource.ca/officialgallery/olympics/the-richmond-olympic-oval/>

50 Official Report of the 2010 Vancouver Olympic Games, op. cit.

51 Ibid.



For the first time in Olympic history, VANOC worked out the indirect emissions of competitors and added these to the calculations. A total of 118,000 tonnes of carbon emissions came from the construction of Olympic facilities and of the staging of the Games, partners and sponsors were estimated to have emitted a further 22,000 tonnes and the indirect emissions of spectators were assessed at 128,000 tonnes.

VANOC offset the first two categories through their carbon offsetting partner. In fact, it was the first time that such a sponsorship category was created for an Olympic Games edition. Offsetters, Canada's leading provider of carbon management solutions, developed a portfolio of projects that promoted best practices in carbon management and reduction on each of the five continents.

The projects reflected global best practices in carbon quantification, verification and the marrying of climate benefits with technology transfer and social and environmental improvement. They included wind farms in New Zealand and Turkey, the distribution of efficient and clean burning stoves in Uganda, a run-of-river hydro project in China and a biogas power generation project in India. Spectators were also encouraged to join a voluntary scheme which offset a further 8,000 tonnes of emissions through forestation projects.⁵²

Considerable care was also taken with biological diversity. At one snow-making reservoir, 12 locally significant plant species were relocated by volunteers to another local wetland. Trees in the way of the Vancouver Olympic Centre were carefully moved, rather than felled, and at the alpine skiing venue a population of tailed frogs, together with their tadpoles, were manually moved 40 metres⁵³ for their well-being and security.

VANOC demonstrated what sustainability involves and built increased awareness about solutions for businesses, communities and individuals, encouraging action on a local and global scale. They communicated this ethos through the animated video *Sustainability Journey*, a visual-only explanation of sustainability at the Vancouver Games, a carbon programme animated video and a web story, *Know, Reduce, Offset, Inspire: Building Carbon-Neutral Games*, as well as a portfolio of 50 Games-related stories for journalists that showed examples of sustainability.⁵⁴ As TOROC did, so VANOC created their own specific sustainability logo to recognise partners who demonstrated excellence in rising to the challenge of creating projects with positive and measurable social, economic and environmental assets. In order to qualify for a Sustainability Star, an innovation had to illustrate lasting social benefit, reduce impact of the Games on the region, and provide economic support.

The organisers also ran sustainability awareness and training programmes for the Games workforce including volunteers; Games-based "Do Your Part" activation opportunities for interested youth, athletes, spectators and members of the public.

Vancouver added to the Cultural Olympiad with a project called the Cultural Olympiad Digital Edition or CODE for short. A web-based programme that was part of the Cultural Olympiad festival was mounted in collaboration with CODE Live, partly to advance sustainability engagement using digital technology in overlooked community spaces. Inspired by its role as VANOC's appointed research partner for the IOC's Olympic Games Impact (OGI) study, the University of British Columbia established the UBC Centre for Sport and

52 Ibid.

53 http://www.olympic.org/Documents/Games_Vancouver_2010/VANOC_Sustainability_Report-EN.pdf

54 Official Report of the 2010 Vancouver Olympic Games, op. cit.

Sustainability to act as a community resource to capture and transfer knowledge on how sport can create sustainable benefits locally, regionally and internationally.

Throughout the entire Olympic project, VANOC, together with its delivery partners, managed the social, environmental and economic impact and opportunities of the Games in ways that would create lasting benefits. Consequently, the commitment and support of its partners reached a new level of sustainability performance for the Olympic Games.

LONDON 2012

Consumer lifestyles, particularly in the developed, industrialised world, are outstripping the Earth's productive capacity, increasingly and dramatically.

Around 40 years ago the world went into an ecological overshoot; today humanity is using the productive capacity of more than one and a half planets, as the diagram shows (Fig. 2). This masks continental disparities: if everyone lived as Europeans do, three planets would be needed or if they lived as the average North American, five planets would be needed. Clearly, that is unsustainable.⁵⁵

The London Organising Committee (LOCOG) embraced the "One Planet Living"⁵⁶ concept in its successful bid for the 2012 Games and embedded it in the planning and operations. In the words of Lord Coe, Olympian and Chair of LOCOG, the committee is committed to hosting the world's first truly sustainable Olympic Games.



FIG. 2

Humanity's Ecological Footprint, 1960–2050

Source: Global Footprint Network,
http://www.footprintnetwork.org/en/index.php/GFN/page/world_footprint/

He adds: "This builds on the work of previous host cities and recognises the Olympic Movement's growing voice in the global debate on sustainable development. At the heart of this is the role of sport as a powerful lever of change, improving lives across the world".

LOCOG is determined the legacy of London will become a blueprint for social, economic and environmental change on which other host cities can build.⁵⁷

From the outset LOCOG adopted the One Planet Living ethos, from tendering down to the selection of sponsors.

London 2012, Great Britain,
Aquatics Centre

55 Living Planet Report, WWF, 2010 http://wwf.panda.org/about_our_earth/all_publications/living_planet_report/2010_lpr/

56 One Planet Living was developed by WWF, the global conservation organisation, and BioRegional, an entrepreneurial charity which initiates and delivers practical solutions to help people to live within a fair share of the Earth's resources. See <http://www.bioregional.com/oneplanetliving/what-is-one-planet-living/>

57 A blueprint for change, LOCOG, 2012, <http://www.london2012.com/documents/sustainability/london-2012-sustainability-report-a-blueprint-for-change.pdf>

LOCOG's commitment goes beyond the concrete and mortar buildings and infrastructure, and also aims to raise sustainability awareness and promote new thinking and behaviour in the following five key areas.

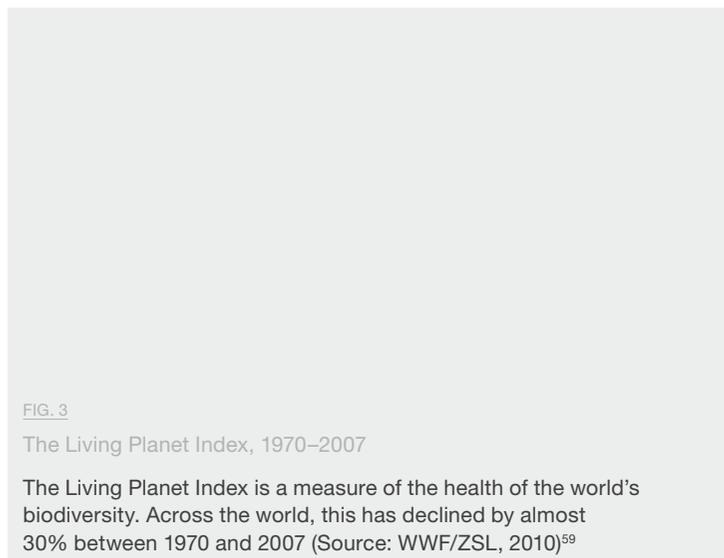
Climate change

LOCOG worked to understand how carbon emissions arise in order to minimise them, mitigate their impact and incorporate climate change awareness into its planning so buildings, infrastructure and lifestyles are fit for a long-term future.

Although initial plans to generate 20% of venues' energy from renewable sources have not proved possible, a 50% reduction in emissions will be delivered via a range of low-carbon measures. These include efficient building design with significant cement substitutions (as cement production is one of the most intense emitters of greenhouse gases), delivery to the Olympic Park by sustainable transport of 50% of construction materials, a 100% "public transport Games" and ensuring 90% of cooling systems will be free of hydrofluorocarbons (HFCs).⁵⁸

Waste

Through resource management practices and by changing mindsets, London intends to deliver a zero-waste Games. Waste minimisation and management begins at the planning stage, and LOCOG sought to "design out" the production of waste during construction and operation of the Olympic facilities. It is on track to reuse and recycle 90% of material generated by the demolition prior to building the Olympic Park, to divert 90% of construction waste from landfill through reuse, recycling and recovery, and to ensure a high recovery rate of materials from the disassembly of temporary structures after the Games.



Biodiversity

In order to conserve diverse ecosystems and to create green urban spaces, LOCOG has taken a responsible attitude to the management of natural resources, through direct enhancements to the ecology of the Lower Lea Valley and other Olympic venues and by promoting the value of the natural environment.

The 250 ha Olympic Park is being transformed from an area of poor environmental quality into the largest new city park in Europe. At least 45 ha of new wildlife habitats are also being created, with the potential to be designated Sites of Importance for Nature Conservation (SINC).

58 HFCs are a long-lived greenhouse gas

59 One Planet Living was developed by WWF, the global conservation organisation, and BioRegional, an entrepreneurial charity which initiates and delivers practical solutions to help people to live within a fair share of the Earth's resources. See <http://www.bioregional.com/oneplanetliving/what-is-one-planet-living/>



The East London parklands have been transformed from a polluted and derelict post-industrial landscape through sustainable rehabilitation. Recycled materials and soil were used in the design of new landscape, which absorbs and uses rainwater, minimises flood risk through the design of new wetland areas, maximises opportunities for a rich ecology and provides shading and cooling to reduce the effects of the urban heat.

Inclusion

LOCOG's aim was to host the most inclusive Games to date by promoting access, celebrating diversity and facilitating the physical, economic and social regeneration of the venue and surrounding communities.

At the end of 2010, around 12,000 people were working to deliver sustainable Games. In terms of gender equity, more than 200 women have received help in finding employment, 75% of the previously unemployed people placed into work are from the locality. London's Olympic Delivery Authority (ODA) has through the National Skills Academy for Construction made more than 3,250 training interventions with 400 apprentices working on the construction programme.

Throughout development, events have been held with stakeholders and local community groups to consult them on the plans for venues and infrastructure. In this period more than 125,000 people have visited the site of the Games, and 7,000 school children have attended health and safety workshops.

Healthy living

London 2012 wants to inspire people to take up sport and develop more active, healthy and sustainable lifestyles. To

this effect, LOCOG is encouraging people to walk or cycle. With almost three-quarters of all journeys in the UK less than 8 km there is huge potential for positive and lasting change.

Project "Develop" is similarly trying to affect change and reconnection with the environment. The "Changing Places" programme encourages young people to identify what they like and dislike about their local environment, then works with them and local stakeholders to create solutions and see what ownership young people can take themselves.

CONCLUSION

Environmental understanding has come a long way in the past 20 years. The concerns of London 2012 are far more complex than the issues first brought to Olympic consciousness by the Lillehammer organisers in 1994. However, the aim remains the same – for the Olympic Games to have as minimal an environmental impact as possible, while acting as an exemplar of what can be achieved not only for the planet but for individuals. This is typified by the OM's support of and involvement in the creation of tools and standards to assist event organisers manage, assess, report and communicate on the integration of sustainability principles within their events; for example: Global Reporting Initiative's Event Sector Supplement, the Sustainable Sport and Event Toolkit (SSET) and ISO-20121 ([Chapter 3](#)).

London 2012, Great Britain

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THE UNITED NATIONS AND THE MILLENNIUM DEVELOPMENT GOALS (MDGs)

World leaders came together in 2000 to further discuss sustainable development at the Millennium Summit. Their goal: to challenge the UN, governments, business, NGOs and civil society organisations to address the needs of the world's poorest people through Millennium goals. These range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education, all by the target date of 2015 (Box 8).

The goals placed the OM's development objectives into a broader perspective. IOC world conferences, connecting sport with the environment, culture and education programmes have taken place for a number of years with the target of using sport to assist sustainable development.

The XIII Olympic Congress, entitled "The Olympic Movement in Society", was held in October 2009 in Copenhagen (Denmark) and brought together more than one thousand participants. It provided a rare opportunity for the entire Olympic Family (i.e. IOC members, representatives of National Olympic Committee (NOCs), International Federations (IFs), the Organising Committees of the Olympic Games (OCOGS), athletes, coaches, media, sponsors and other stakeholders) to meet and discuss issues of importance to the entire Olympic Movement.

At Copenhagen, Olympic Resolution No. 36 stated, "The OM should engage in the widest possible way with international

institutions to support and promote the delivery of the UN MDGs. The OM is equally committed to the protection of the global environment and to forging a closer relationship with the UN and all other such institutions to respond to this moral imperative, particularly with regard to the key issue of climate change".

At the 65th UN General Assembly in 2010, IOC Executive Board Member and first female African Muslim Olympic champion, Nawal El Moutawakel, confirmed that: "The Olympic Movement is using the power of sport to promote the MDGs in countries across the world and cooperate to this end with all sectors, from governments to UN agencies, funds and programmes, NGOs, the business community and civil society at large. While we indeed are doing our best, we are fully aware that more must and can be done. This is a clarion call to sports organisations and the billions of sportspersons, their supporters and fans throughout the world, to play their part".⁶⁰

The significance of sport in promoting education, development and peace was recognised when the IOC was granted observer status at the UN General Assembly in 2009.

Pierre de Coubertin knew that the educational system was "physical, moral and social, and all at the same time". Today the World Health Organisation (WHO) recommends at least 30 minutes of daily physical activity, while the UN itself recognised in 2003 that sport has been used in support of development and peace, finding that "well-designed sport based initiatives are practical and cost-effective tools to achieve objectives in development and peace and that sport is a powerful vehicle that should be increasingly considered by the United Nations as complementary to existing activities".⁶¹

60 Sport officially recognised to boost MDGs, IOC, 23 September 2010, <http://www.olympic.org/development-through-sport/sport-officially-recognised-to-boost-mdgs>

61 Report on the UN International Year of Sport and Physical Education <http://www.toolkitsportdevelopment.org/html/resources/20/2066E73C-CFEF-4FA9-9345-C9E6FED8D7D2/Report%20IYSP%202005.pdf>

BOX 8 MILLENNIUM DEVELOPMENT GOALS ⁶²

Goal 1: Eradicate extreme poverty & hunger

- Halve by 2015 proportion of people living on less than \$1 a day
- Achieve full and productive employment and decent work for all, including women and young people
- Halve by 2015 proportion of people who suffer from hunger.

Goal 2: Achieve universal primary education

- Ensure that by 2015 children everywhere will be able to complete a full course of primary schooling.

Goal 3: Promote gender equality and empower women

- Eliminate gender disparity in primary and secondary education preferably by 2005, and in all levels of education no later than 2015.

Goal 4: Reduce child mortality

- Reduce by two-thirds, between 1990 and 2015, the under-five mortality rate.

Goal 5: Improve maternal health

- Reduce by three-quarters the maternal mortality rate
- Achieve universal access to reproductive health.

Goal 6: Combat HIV/AIDS, malaria and other diseases

- Have halted by 2015 and begun to reverse the spread of HIV/AIDS

- Achieve by 2010 universal access to HIV/AIDS treatment for all who need it
- Halt and have begun by 2015 to reverse malaria and other major diseases.

Goal 7: Ensure environmental sustainability

- Integrate the principles of sustainable development into country policies and programmes and reverse the loss of environmental resources
- Reduce biodiversity loss, achieving, by 2010, a significant reduction in the rate of loss
- Halve by 2015 proportion of population without sustainable access to safe drinking water and basic sanitation
- Achieve by 2020 significant improvement in lives of 100 million slum-dwellers.

Goal 8: Develop a global partnership for development

- Develop further an open, rule-based, predictable, non-discriminatory trading and financial system
- Address special needs of least developed countries
- Address special needs of landlocked developing countries and small-island developing states
- Deal comprehensively with the debt problems of developing countries
- Cooperate with pharmaceutical companies to provide access to affordable essential drugs in developing countries
- Work with the private sector to make available benefits of new technologies, especially information and communications.

62 Millennium Development Goals, UN,
<http://www.un.org/millenniumgoals/>

POVERTY ERADICATION

The IOC works to eradicate poverty and extreme hunger by using sport to support school food programmes in Africa and Asia. It is also using sport to promote community development that can help lift families out of poverty.⁶³

The IOC opened in 2010 the first Youth Olympic Development Centre (OYDC) in Zambia, a project of the IOC's Sports for Hope initiative and an inspiring partnership between the IOC, IFs, and the government and NOC of Zambia.

The Centre introduces thousands of children to sports and activities while educating them on gender equality, life skills, leadership and health education.⁶⁴ Frank Fredericks, IOC member for Namibia and a four-time Olympic sprint silver medallist has said:

“Having a centre like this gives not just Zambia hope, but also the whole region because all of us know that here is a facility that we can go to, to train our athletes”.

63 Statement by Nawal El Moutawakel, Representative of the Permanent Observer for the International Olympic Committee to the United Nations, High-Level Plenary Meeting of the General Assembly – Millennium Development Goals UN Summit, New York, 20-22 September 2010, <http://www.olympic.org/Global/Images/News/09-2010/23/d-NAW-MDG-summit-long-version-eng-2010-09-12.pdf>

64 Sports for Hope Inaugurated in Zambia <http://www.aroundtherings.com/articles/view.aspx?id=34753>

BOX 9 SPORTS FOR HOPE

The IOC Sports for Hope programme involves the construction of multi-functional sports centres in developing countries. The IOC has overall control of the building phase then hands over daily operations to the NOC.

The purpose of such centres is:

- To give young people the chance to practice sport actively and develop their bodies, minds and wills in the Olympic spirit
- To offer athletes modern and professional training opportunities
- To support coaches and sports administrators
- To organise sports competitions
- To create a meeting place for shared experiences for the local community, and thereby contribute to social development
- To provide educational programmes in collaboration with Olympic Solidarity
- To provide effective health services.⁶⁵

Olympic Youth Development
Centre (OYDC) – Lusaka, Zambia

⁶⁵ Sports for Hope: Olympic Youth Development Centre – Lusaka, Zambia, IOC, http://www.olympic.org/Documents/Commissions_PDFfiles/sports-for-hope-brochure.pdf

OLYMPIC EDUCATION

Olympic traditions are used as the backdrop for the IOC's values-based teaching and learning opportunities. The Olympic Values Education Programme (OVEP) integrates sport and physical activity within a cultural and educational framework in line with the UN General Assembly declaration of the Decade of Education for Sustainable Development (DESD – 2005-2014).

OVEP is a key component to the IOC and the Olympic Movement's work to safeguard the needs of future generations. In view of the fact that in today's world the practice of sport has changed and with the objective of getting the "Now Generation" on to the field of play, this donor-supported project was launched in 2005 as part of the perspective of the IOC's global youth strategy, IOC President Jacques Rogge explained:

"Sport is a powerful tool for reaching out to today's youth on all continents and for educating them early on about healthy and responsible behaviours".⁶⁶

Sport's power for positive global change – its ability to initiate intercultural dialogue and the ways in which it can enhance equality, personal freedom and development – has repeatedly been recognised.

It has a key role to play in achieving Millennium Goal targets. Specifically, MDG 2, to achieve universal primary education, can be addressed in the framework of OVEP, as the essential value of sport lends itself to quality education – the integration of sports activities can make school more appealing and increase learning motivation in youth.

The link between the IOC's educational strategy in support of the DESD can be translated to:

- Making education more relevant and meaningful
- Building partnerships in support of sustainable development
- Developing skills both inside and outside the classroom
- Making teaching as well as learning a fun process.

According to the Olympic Charter, "Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good examples and respect for universal fundamental ethical principles".

Sport and the broader base of physical education provide a boundless arena from which to learn life skills including tolerance, fair play, non-discrimination, friendship, excellence, dedication and courage. Fundamental or universal virtues such as the value of effort and how to face life's challenges in victory and defeat are part and parcel of participation through and in sport.

Heart-to-Heart Programme,
Olympic Educational Programme
Beijing 2008, China

66 Development through Sport:
<http://www.olympic.org/development-through-sport/from-athlete-to-ambassador-a-look-beyond-the-yog-sports-competitions>



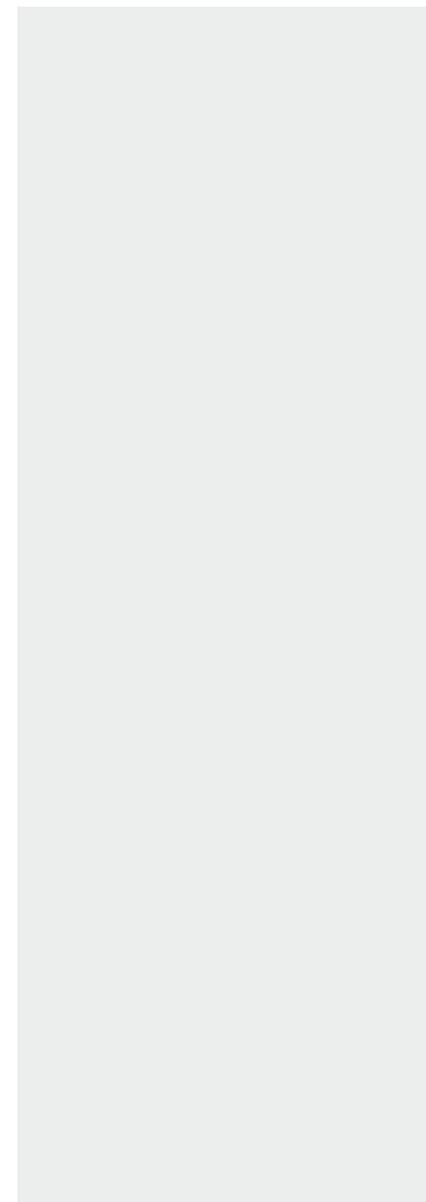
The positive example sport can provide to youth is the foundation from which the IOC embarked on the OVEP project. The resource *Teaching Values, an Olympic Education Toolkit* conceptualises education and promotes the development of a values-based, life-long learning perspective. The focus is on development of skillsets for life and learning that spreads beyond the sports field or the four walls of the classroom, into the fabric of daily lives.

During the pilot phase (2005-2010), OVEP was successfully introduced in Africa, Asia, Latin America, the Caribbean, and Oceania under the aegis of the *Train the Trainers* model. The working concept underpinning the methodology was the ripple effect in which the effective transfer of learning extends outward. This formula was effectively implemented through 10 workshops with an international reach of 45 countries and 300 trainers.

The IOC has also teamed up with UNESCO, as the UN agency with a special mandate in education, to apply this programme to its network of schools in line with the organisation's objective to enhance and enrich quality education worldwide. In addition, the IOC has partnered with OM family partners such as IFs, recognised organisations such as OlympAfrica and the International Pierre de Coubertin Schools Network, to name just a few.

In 2008, the Beijing Organising Committee for the Olympic Games (BOCOG) launched a programme with China's Education Ministry and the NOC that reached 400 million children by integrating Olympic education into the curriculum of more than 400,000 schools.

Teachers passed on the five Olympic educational values ([Box 10](#)), while textbooks highlighted the history of the Games, Olympic sports and the OM's contribution to international peace and friendship. Foreign-language speech contests also helped promote Olympism in schools.



BOX 10 EDUCATIONAL VALUES OF OLYMPISM⁶⁷

Joy of Effort

Young people develop and practice physical, behavioural and intellectual skills by challenging themselves and each other in physical activities, movement games and sport.

Fair Play

Fair play is a sporting concept but it is applicable in many different areas. Learning fair-play in sport can lead to the development, reinforcement and application of fair play in the community and life in general.

Respect for others

When young people living in a multicultural world learn to accept and respect diversity and practice peaceful living, they promote peace and international understanding.

Pursuit of Excellence

A focus on doing their best can help young people to make positive, healthy choices, and strive to become the best they can be in whatever they do.

Harmony

Learning takes place in the whole body, not just in the mind, while physical literacy and learning through movement contribute to the development of moral and intellectual learning. This concept became the foundation of Pierre de Coubertin's interest in a revival of the Olympic Games.

The values of Olympism, Beijing 2008



Olympic education model schools were also created to set the benchmark in providing Olympic education in 556 elementary secondary schools – many of these joined the Heart-to-Heart programme in which more than 200 schools “adopted” sister schools in countries represented by other NOCs.⁶⁸

Vancouver 2010 pioneered its education programme online. In 2007, VANOC launched an online learning environment (EDU) through which students, teachers and the public could learn more about Vancouver 2010, the Olympic and Paralympic Movements, and the three Olympic pillars of sport, culture and sustainability.⁶⁹ Through EDU, 2,100 British Columbia schools were introduced to the resource manual and 200,000 resource hits on the VANOC website platform were tracked.

London 2012 is using a wide-ranging education programme and OVEP is integrated into the “Get Set” programme. In 2011, 20,500 schools in the UK had already accessed the programme and the Organising Committee has also launched an international education programme to promote internationalism and school linking.

68 Culture and Olympic Education, Progress Report – A review of IOC Policy and Actions, IOC, September 2008, http://www.olympic.org/Documents/Conferences_Forums_and_Events/Sport_Culture_and_Education/Progress_Report-Final_2008-eng.pdf

69 Ibid.

BOX 11 RESEARCHING THE IMPACT OF OLYMPISM

The IOC is motivated to spread the knowledge of Olympism and keen to offer other learning options as well. Starting in 2012, through the Olympic Studies Centre, the IOC is funding a postgraduate programme for young researchers looking into the Olympic Movement, its history and ideals and the impact of the Games on contemporary society and culture.

The programme has initially prioritised research into:

- Young people and their relationship with physical activity, sport and Olympism (interest, participation and engagement)
- Sport for All: the health and social benefits of regular physical activity for people of all ages, both genders and different social and economic conditions
- The participation of the NOCs in the Olympic Games, now and into the future
- Sport as a tool for human development – how sport can make the difference
- Sustainability reporting in major events – best practices and trends in the communication of economic, environmental and social outcomes.

Rio 2016, Brazil

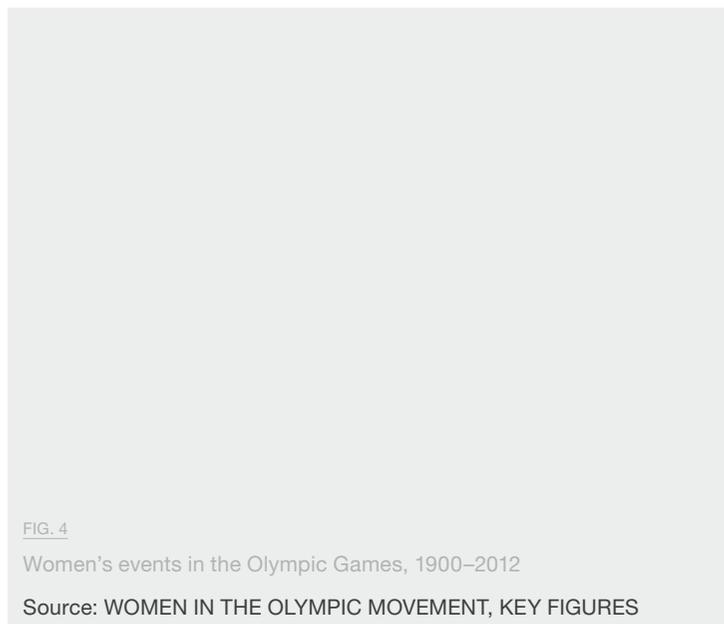
GENDER EQUALITY

Women make up 49% of the world's population, on average live longer than men⁷⁰ and in many parts of the world have a more direct relationship with the environment than their male counterparts through, tending crops, preparing food, collecting firewood and water. In some developing countries, women carry out 70% of agricultural work.⁷¹ In spite of this, women can still expect fewer opportunities in life than men.

The IOC promotes gender equality and empowerment of women through sport. In fact this ethos is enshrined in the Olympic Charter, which “encourages and supports the promotion of women in sport at all levels and in all structures”.

Women took part in the Olympic Games for the first time in Paris in 1900: 22 females out of a total of 997 athletes (2%) competed in tennis, sailing, croquet, equestrianism and golf. Today more than 40% of the athletes competing in the Olympic Games are women, with the IOC regularly adding women's events to the programme. Since 1991, all new Olympic sports must include women's events⁷² and at London 2012, all of the 26 sports, including football and boxing, will include female competitors.⁷³ The representation of women at both inaugural Youth Olympic Games in 2010 (summer) and 2012 (winter) was 45%.⁷⁴

However, the IOC does not simply want to promote the status of women within the Games. It continues to consider women's participation in sporting activities and administration as one of its major concerns.



The Olympic Charter was amended in 2007 to include an explicit reference to the need for work in this area by encouraging and supporting “the promotion of women in sport at all levels and implementing the principle of equality of men and women”.

Through partnerships with more than 20 UN organisations the IOC's commitment to the cause is making a real difference to the lives of women across the globe.

70 World Population Prospects: The 2010 Revision (Standard Variants), UN Department of Economic and Social Affairs, 28 June 2011, <http://esa.un.org/wpp/Excel-Data/population.htm>

71 The percentage of agricultural work carried out by women compared with the percentage of female extension staff in selected African countries, UNEP/GRID Arendal, 2008, http://www.grida.no/graphicslib/detail/the-percentage-of-agricultural-work-carried-out-by-women-compared-with-the-percentage-of-female-extension-staff-in-selected-african-countries_1398

72 Teaching Values, An Olympic Education Toolkit, IOC, 2007, <http://www.olympic.org/olympic-values-and-education-program>

73 Olympic Sports, London 2012, LOCOG, <http://www.london2012.com/sport>. Only wrestling remains only open to men.

74 Girl Power at the YOG!, IOC News, 26 August 2010, <http://www.olympic.org/women-and-sport/girl-power-at-yog>



The IOC provides funding and support to NOC programmes and projects that promote equality. It also tries to inspire young people through role models. At the 2010 YOG in Singapore, participants were excited to learn from the experiences of top-level athletes including five-times Olympian sailboarder and gold-medal winner Barbara Kendall, who emphasised the importance of balancing sport, education and family – confirming that it is possible to have a family and compete at the highest level.⁷⁵

Olympic scholarships are available for athletes and coaches who have proven their ability at an international level to prepare for the Games. These provide access to appropriate training facilities, supervision by specialist coaches, regular medical and scientific assistance and testing, accident and illness insurance, board and lodging costs, as well as a fixed subsidy to enable them to participate in qualification competitions.⁷⁶

To date more than 1,200 female athletes and coaches have been helped this way.⁷⁷ These Olympians can then act as ambassadors for sport and Olympism to encourage other young people both in their home nations and the outside world.

Women are increasingly being elected to decision-making positions within NOCs. Olympic Solidarity has helped more than 100 NOCs organise courses for their staff and the staff of affiliated organisations. In addition to short management programmes there are also new advanced sports management courses covering such subjects as sports organisation structures, strategic management, human resources, finance, marketing and event organisation.

The NOCs also are hosting seminars to further women's participation and teach leadership and management skills.⁷⁸ The 4th Continental Seminar on Women and Sport was organised by the IOC in 2009 in collaboration with the Oceania Olympic Committee and NOC of Guam and the same formula was adopted in organising an African seminar in Luanda in 2010, in collaboration with the Association of National Olympic Committees of Africa (ANOCA) and the NOC of Angola, with delegates coming from all 53 African NOCs. In addition, in 2012, hosted by the NOC of Belarus, 35 delegates from 24 countries participated to the European regional seminar. The two-day training focused on developing the participants' competences in empowerment, election campaigning and conflict resolution.

Blanca Vlasic, high jump

75 Girl power at the YOG!, op. cit.

76 Where the action is, op. cit.

77 "Vancouver 2010" Solidarity in reaching for the Olympic dream, Olympic Solidarity, 2009, http://www.olympic.org/Documents/Commissions_PDFfiles/Olympic_Solidarity/Brochure_athletes_Vancouver_2010.pdf and Progress Report: From Marrakesh to the Dead Sea: Tangible Progress for Women in Sport, 4th IOC World Conference on Women and Sport, 8-10 March 2008, IOC http://www.olympic.org/Documents/Conferences_Forums_and_Events/Women_and_Sport/Progress_report-final-eng-2008-02-29.pdf

78 Ibid.



BOX 12 WOMEN AND SPORT AWARDS

The IOC also recognises and celebrates the efforts made in this field through the IOC Women and Sport Awards. Firstly introduced in 2000, these are awarded each year to a former athlete, coach, administrator or journalist (male or female) – or to an organisation that has worked to develop, encourage and strengthen the participation of women and girls in physical and sports activities.⁷⁹

Five awards are given, one for each continent, and one world trophy. As IOC President Jacques Rogge said at the 2012 awards ceremony: “It is important that every opportunity is used to advance the cause of women in sport and I congratulate recipients for their exceptional efforts to increase the number of women taking part in sports at all levels, both on and off the field of play”.

To assess progress and prioritise future action, the IOC sponsors a world conference on women in sport every four years. The 5th World Conference in Los Angeles, USA in February 2012 and themed as “Together Stronger: the Future of Sport” welcomed 700 delegates from 121 countries.

In its closing declaration, the conference acknowledged that the OM had made steady progress towards gender equality on the field of play, but that this had not been matched in sports leadership.

It called for more resources to support women in sports leadership roles and urged sports organisations to follow the IOC's lead in adopting policies to advance gender equality.

Conference delegates also urged the IOC to build on its work with the UN by establishing closer partnerships with UN Women, established in 2010 to promote gender equality and women's empowerment, and the UN Committee on the Status of Women.

The IOC Women and Sport Awards
– Trophies

⁷⁹ Focus Women and Sport, IOC, 2010, http://www.olympic.org/Documents/Olympism_in_action/Women_and_sport/Women_Sport_Focus_June_2010_ENG.pdf



SPORT AND HEALTH

The ancient Greek philosopher Thales' aphorism⁸⁰ "A sound mind in a healthy body" would have been familiar to Baron de Coubertin who was, in part, motivated to revive the Olympic Games because he worried that youth in his native France in the 19th century were turning away from physical activity. Encouraging young people in particular and the public in general to engage in healthy lifestyles remains a major commitment for the IOC.⁸¹

Sport is a contributor to fighting the HIV/AIDS epidemic, malaria, and non-communicable diseases (NCDs) such as obesity, asthma and diabetes, through extensive education programmes in partnership with UNAIDS, the World Health Organisation (WHO), the Red Cross and other partners from civil society.⁸² The IOC published in September 2011 its *Consensus Statement On The Health And Fitness Of Young People Through Physical Activity And Sport*.⁸³ This statement defines the health consequences of inactivity, identifies the determinants of sports participation and drop-outs, and provides recommendations on potential solutions and global partnerships.

Its ultimate purpose is to improve the health and fitness of young people throughout the world, thereby decreasing the effects of NCDs, including obesity.

At least 2.6 million people die each year as a result of being overweight or obese and it is estimated more than 20 million under-fives are overweight.

It is known that childhood obesity is associated with a higher risk of premature death and disability in adulthood. Physical activity and sport have an important role to play in stopping this dangerous trend.⁸⁴

The IOC understands the moral obligation for every sports organisation to try to ensure that athletes are protected from HIV/AIDS, do not stigmatise or discriminate against people living with HIV/AIDS, and ensure the workplace and sports arena are safe, non-discriminatory environments for discussing HIV/AIDS.⁸⁵

The Olympic policy on HIV/AIDS prevention through sport was first devised in 2004 and a partnership with UNAIDS was established the same year. In 2005, the IOC published its *Toolkit on HIV & AIDS prevention through sport*,⁸⁶ which was published in six languages.

It provided the sports community with:

- Information about HIV/AIDS, how prevention can be effective, how sport can be beneficial for HIV-positive persons, the use of testing and counselling
- Activities and programmes that can be developed with practical suggestions, from basic information sessions with colleagues or players, to communication campaigns for use during sports events, or how sport organisations can develop their own comprehensive policies
- Specific suggestions for youth activities for 10-15 year-olds, as they are a crucial target group for HIV/AIDS prevention
- Information on who can assist you, and which organisations can provide expertise and support.

- 80 Thales of Miletus, c.BC624-BC546
- 81 Health & Fitness of young people through sport, IOC, http://www.olympic.org/Documents/Commissions_PDFfiles/Medical_commission/Health_and_fitness_of_young_people_through_physical_activity_and_sport_280911.pdf
- 82 Statement by Nawal El Moutawakel, Representative of the Permanent Observer for the International Olympic Committee to the United Nations, op. cit.
- 83 Consensus Statement On The Health And Fitness Of Young People Through Physical Activity And Sport, IOC, January 2011, http://www.olympic.org/Documents/Commissions_PDFfiles/Medical_commission/Fitness%20Health_Consensus_statement.pdf
- 84 IOC expert paper targets better health of young people, IOC News, 12 September 2011, <http://www.olympic.org/medical-commission?articleid=139477>
- 85 Factsheet: HIV and AIDS prevention through sport, Update – July 2011, IOC, http://www.olympic.org/Documents/Reference_documents_Factsheets/HIV_and_AIDS_prevention.pdf
- 86 A second revised edition, Together for HIV & AIDS prevention, was published in 2010 http://www.olympic.org/Documents/PDF_files_0807/IOC-UNAIDS_MANUAL_EN.pdf



HIV/AIDS information campaigns are produced and corresponding material is available in the athletes' villages during the Olympic Games and the Youth Olympic Games. The idea is to raise awareness among athletes and officials for healthy and responsible lifestyles. Several initiatives have been organised at country level across Africa, Asia, Latin America, the Caribbean and Oceania. In Sri Lanka the NOC, working with the Red Cross, organised a special programme on HIV/AIDS prevention through sports people and journalists on World Aids Day 2005.

WORKING FOR PEACE

The Olympic Truce resolution urges nations to support the IOC in its efforts “to promote peace and human understanding through sport.” It is approved by the UN General Assembly before each edition of the Games since 1993 (Box 13).

The concept was embraced by the modern Olympic Movement for protecting the athletes and sport in general, and to encourage the search for peaceful and diplomatic solutions to conflicts.

Through the symbolic concept of Ekecheiria (ἔκεχειρία), the IOC aims to:

- Mobilise youth for the promotion of the Olympic ideals and values
- Use the sport to establish contacts between communities in conflict
- Offer humanitarian support in countries at war
- Create a window of opportunity for dialogue and reconciliation.

In cooperation with the Greek government, the IOC established in 2000 the International Olympic Truce Foundation (IOTF) and Center. Its mission is to promote international peace, friendship and understanding through sport and the Olympic Ideal. It encourages contact between belligerents, facilitates humanitarian gestures in conflict-affected areas and tries to ensure that dispute does not prevent youth from participating in the Olympic Games.

The Olympic Truce wall,
Vancouver 2010, Canada

BOX 13 THE MODERN OLYMPIC TRUCE

1992

The IOC launches an Appeal for the observance of the Olympic Truce and negotiates with the UN to facilitate athletes of the former Republic of Yugoslavia to participate in the Games of the XXV Olympiad in Barcelona.

1994

The year is proclaimed the “International Year of Sport and the Olympic Ideal” by the UN. The appeal for the observance of the Olympic Truce facilitates the participation of athletes from the former Republic of Yugoslavia in the Olympic Winter Games in Lillehammer.

1995

The IOC President Juan Antonio Samaranch attends the 50th UN General Assembly for the first time in history.

1999

A record 180 UN Member States co-sponsor the resolution on the Olympic Truce – *Building a peaceful and better world through sport and the Olympic ideal.*

2000

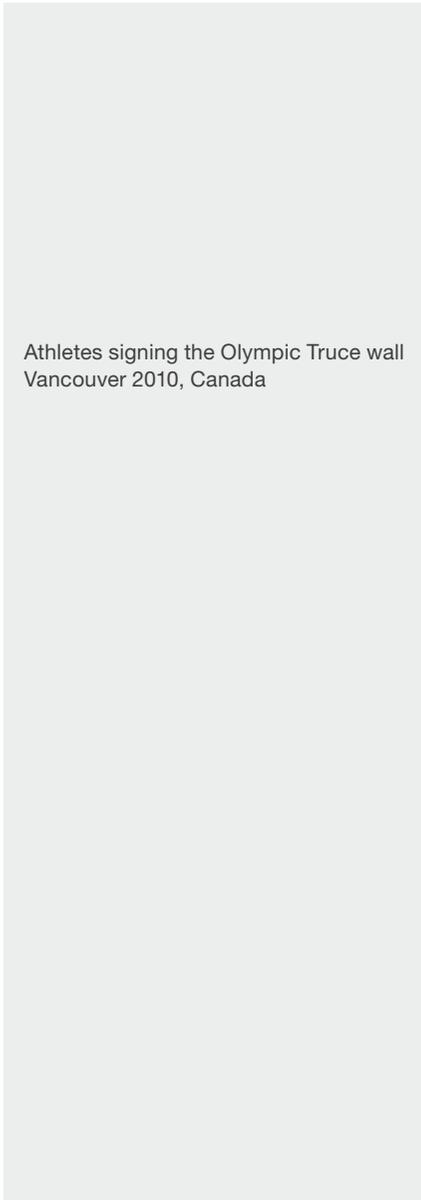
The New York UN Millennium Summit sees more than 150 heads of state adopt a Millennium Declaration including a paragraph on the observance of the Olympic Truce. During the Opening Ceremony of the Games of the XXVII Olympiad in Sydney, the South and North Korean delegations parade in the stadium together under the flag of the Korean peninsula.

2004

More than 300 international personalities sign the Truce appeal. Many of them also sign the Truce Wall created by the Greek government during the 2004 Athens Games.

2011

The 66th UN General Assembly adopts a resolution on the Olympic Truce in preparation for the Olympic Games in London.



Athletes signing the Olympic Truce wall
Vancouver 2010, Canada



The undertakings of the Olympic Truce reach far beyond the Games. In 2007, “Peace through Sport” was established to identify and bring together leaders of young people from divided communities around the world and train them to provide organised sport for youth as a way of helping to heal divides.

At the programme’s first Summer Camp in September 2007 in Jordan, IOC member Toni Khoury reminded the assembled youth leaders, children, athletes, paralympic athletes, coaches, sports officials and administrators from countries in conflict that “sport is love, tolerance, respect and unity. The Olympic Charter and Olympic ideals encourage us to resist all forms of violence, racism and apartheid, turn to dialogue and apply the Olympic Truce not only during the Games but throughout our sporting lives”.

The joint IOC and UN Refugee Agency (UNHCR) *Giving is Winning* initiative encourages athletes and others involved in Olympic Games to donate clothing and equipment for use in refugee communities around the world. At the 2004 Athens Games more than 30,000 items of clothing were donated and distributed across three continents. This rose to more than 60,000 items in Beijing 2008 and the target for London 2012 is 75,000.

IOC also works with the UNHCR to promote sport as an agent for social change. In Guinea, Kenya, Kosovo, Nepal, Rwanda, and Tanzania, the IOC has supplied equipment, clothing, sports infrastructure and importantly, provided training and coaches in refugee camps and communities.

Most recently, in the Osire refugee settlement in Namibia, home to more than 8,500 people, IOC and UNHCR established a sport and education programme. By linking sports activities to educational programmes on such topics as sexual health, as well as computer literacy, the IOC and UNHCR provide the young people with meaningful activities and the necessary tools to make informed decisions in life. A particular focus of the programme has been to increase female participation in sporting and educational activities.

The IOC is also reactive to disasters. In Haiti the IOC and the World Food Programme (WFP) worked together to provide food, schooling and basic sports equipment to children in some of the poorest areas of the country following the devastating earthquake in 2010. In 2011, both the IOC and the Association of National Olympic Committees of Africa (ANOCA) each donated \$100,000 to UNHCR and the WFP to help alleviate the effects of the famine in Somalia.

As IOC President Jacques Rogge said:

“Ravaged by war and disease, deprived and marginalised, much of the world’s population can benefit from the role sport plays in building a safe, more prosperous and peaceful society.”

This was illustrated in Timor-Leste where the IOC worked with the UN and local leaders to rebuild sports facilities after the conflict, and provided help to the new country’s elite athletes, enabling four to compete in the 2004 edition of the Games.



OVEP NOC-LED INITIATIVES

NOCs have been highly active in taking ownership of OVEP on a national and grassroots level. Many have worked through political channels, local clubs and other networks to deliver tangible benefits.

Jordan

Collaboration with the Jordanian Olympic Committee and representatives of national sports federations to create a working platform for OVEP delivery is up and running. The Higher Council for Youth Summer Camps and the Amman Greater Municipality held a series of peer-engaged clinics in summer 2009, while the NOC's Education Division worked with the University of Jordan and the Hashemite University to integrate Olympic values education into the institutions' physical education curriculum.

Generations for Peace will include OVEP in its sport and peace camps, potentially extending the reach to many other countries in Asia and Africa. As a result of these initiatives 67% of all districts in Jordan have been exposed to OVEP and 2,000 students aged 12-18 years received education despite limited staff resources.

New Zealand

The New Zealand Olympic Academy (NZOA) delivered Olympic education as a classroom-based activity in physical education training curriculum. The Ministry of Education and other key agencies are involved in this educational context and the NOC put in place a full-time Olympic Educator.

The NZOC and NZOA have started to incorporate OVEP into digital education resources for primary schools and at university level free of charge in conjunction with Lift Education, an educational publishing company.

The University of Canterbury integrated OVEP into the education programme for sport coaching and specific courses on Olympism, Education and Sport and PhD courses in Olympic Studies are in the pipeline.

Peru

In a flagship project on "Strengthening Olympic Values in the Peruvian Amazon Jungle" by the Peru's NOC, project activities were initiated in the two cities of Aguytía and Puerto Maldonado. The scope of the project incorporates the development of talent in sporting areas, with an emphasis on traditional sports such as canoeing and archery, as well as the integration of educational values of Olympism and development of skill sets for life. About 9,000 students have benefitted from this project to date and a number of training courses for physical education teachers and sports promoters have been held. This project hopes to increase interpersonal relations and encourage environmental actions relevant to the region.

Singapore

Building on the inaugural 2010 Youth Olympic Games, the Singapore National Olympic Council (SNOC) in collaboration with the National Olympic Academy (SOA) launched a training workshop focused on equipping and training educators as OVEP facilitators.



Under the banner of the 2009 SOA 16th Annual International Session for Young Participants, the Academy built a core group of Olympic Education champions in the Asian continent and Singapore. The Continental Association was on board and collaborated with the NOC in this initiative.

Trinidad and Tobago

In October 2008, the Trinidad and Tobago Olympic Committee launched “Shape the Community”, its legacy sport programme. The programme uses structured sports activity to develop individuals and by extension the wider community and now has a reach of some 3,000 children. It aimed to increase participation in sport and physical activity across all age groups, integrate sport into PE programmes in schools, increase corporate involvement through the development of sport, develop coaching as a career and extend the reach of the TTOC (and by extension the IOC's) philosophy.

A pilot programme was launched in Point Fortin, a close-knit former oil boomtown. TTOC identified three suitable sports – tennis, swimming and gymnastics – and offered children around four hours' training each month during school hours. The TTOC arranged transport to venues, water was provided by a local business and coaches and bus and taxi drivers were recruited from the community. In addition, a sustainable and continuous “train the trainers” coaching programme was developed, while elderly residents were targeted with a programme of aquatic activities. Feedback from local residents has been positive and the TTOC is evaluating and expanding the programme across Trinidad and Tobago.

Zambia

Zambia's OVEP programme has support from the Ministry of Education, UNICEF, the NOC, Sport for Youth and Sport in Action. It aims to influence parents and teachers at targeted schools on their role in changing thought processes towards Olympic Values by holding quarterly forums in all selected schools on OVEP.

Plans to expand the programme into junior national sport federations are progressing and it is projected that more than 1,000 teachers in 72 district sport associations and all national schools will benefit from Olympic Values education.

The first Olympic Youth Development Centre (OYDC) under the IOC's Sport for Hope Programme was officially opened in May 2010. The multi-purpose complex aims to enrich multicultural dialogue through the running of international youth camps such as the IOC-UNODC Global Sports Fund Youth Camp.

UNESCO

Working with the IOC, UNESCO launched in 2010 its Associated Schools (ASPnet) Joint Initiative *Teaching Olympic Values*. The Trinidad and Tobago National Commission for UNESCO hosted the sub-regional training workshop for 30 ASPnet National Coordinators, teachers, youth leaders and curriculum specialists from six Caribbean countries – Barbados, Grenada, Saint Lucia, Saint Vincent and the Grenadines, Guyana and Trinidad and Tobago.

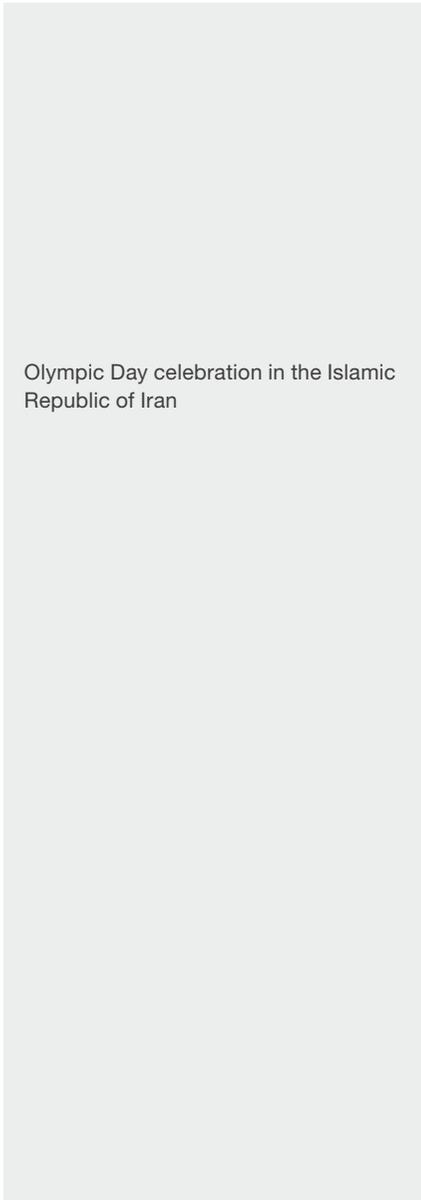
Healthy Lifestyles – Shape the Community Development Programme, Trinidad and Tobago Olympic Committee (aqua aerobics)

Healthy Lifestyles – Shape the Community Development Programme, Trinidad and Tobago Olympic Committee (gymnastics)

The pilot project aimed to promote Values Education at school level, with a focus on the five values presented in the OVEP toolkit. Participants committed also to experimenting with the OVEP Toolkit the following year in 17 ASPnet and other schools, which will serve as control group.

CONCLUSION

Sporting performances are one way of highlighting what the human body can achieve. Education is another and it is by introducing children to sport at an early age that they can learn about gender equality, life skills, leadership and health. The Olympic Values Education Programme integrates sport and physical activity within a cultural and educational framework in line with the UN General Assembly declaration of the Decade of Education for Sustainable Development (DESD – 2004-2014).



Olympic Day celebration in the Islamic Republic of Iran

**6 WORKING BEYOND
THE OLYMPIC MOVEMENT 69**

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INTRODUCTION

In his introduction to *Teaching Values, an Olympic Education Toolkit* (IOC, 2007), IOC President Jacques Rogge explains: “We intend to introduce young people all over the world to the values of respect for self and others, fair play, excellence, joy in effort and the balance of body, mind and will.

We will thus be moving forward by making the teaching of universal ethical values a priority, and by promoting physical education and sport and its benefits to society in general.

Ultimately, this is something that affects us all because the Olympic Movement of tomorrow is in the hands of the young people of today. Our hope is if young people can learn to respect each other on the field of play, they may transfer this sentiment to other elements of their daily lives”.

The toolkit, intended for educators in the broadest sense, has a special module devoted to the environment that includes details of achievements in past Games. But it also challenges young people to think about the meaning of sustainability as it affects them and their sport, the environmental impacts they are likely to encounter within their communities, the disturbance of habitats, their energy use and waste generation and how they can help improve the situation.⁸⁷

OVEP Workshop, Fiji 2009

87 Teaching Values, An Olympic Education Toolkit, op. cit.



BOX 14 SPORT INTRODUCING LIFE SKILLS

A three-year educational initiative in Namibia, in partnership with the UN Refugee Agency (UNHCR) for young people in the Osire Refugee Camp, illustrates how sport can be used as a tool for introducing or reinforcing positive life skills.

The programme aims to involve the 3,500 young people in the camp in organised sport to alleviate problems such as teenage pregnancy, sexually transmitted infections and substance abuse. By linking sport to programmes on topics such as sexual health and computer classes, the partners provide young people with the necessary tools to make informed decisions in life as well as participating in sport.⁸⁸

Osire, Namibia

⁸⁸ IOC and UNHCR launch programme for refugees in Namibia, IOC, 7 December 2010, <http://www.olympic.org/education-through-sport/ioc-and-unhcr-launch-programme-for-refugees-in-namibia>

NOC ACTIVITIES IN ENVIRONMENTAL STEWARDSHIP

Since 1992 there has been a significant increase in NOC awareness and recognition of the importance of environmental issues. Now, more than half of all NOCs have a commission or working group dealing with Sport and Environment – mostly formed as a result of IOC initiatives.

A number of NOCs receive help from Olympic Solidarity (OS) for such awareness-raising green projects, ranging from support for conferences and translation of materials to clean-ups and even Environmental Impact Assessment of potential sporting venues.

Initiatives mobilising at community level range from NOC actions such as that of Algeria in reforestation, in Chinese Taipei in waste separation and recycling at National Games, in Cuba a national project aimed at developing a transformative change in life styles that bring about better health conditions for the general population and in Ecuador the “Marine Clean-up Campaign” involving the rehabilitation and recovery of vital and fragile ecological sites which are also natural sporting areas.

In Denmark, initiatives saw much innovative work in producing a Code of Conduct for the sporting movement on observing environmental principles developed in collaboration with the National Sports Federations. In Greece, Finland and Slovakia initiatives were led by athletes and students with a “Sports and Traffic” campaign to encourage associations and clubs to minimise car use.

And in Burundi, Africa, projects aimed at raising environmental consciousness and mobilising people through sport in the area of environmental management and protection took place, particularly in the at-risk zones of Lake Tanganyika and other big lakes, the Congo-Nile crest, the Ruzizi plain and various National Parks.

YOUTH OLYMPIC GAMES: LEARNING AND LIVING THE OLYMPIC VALUES

The Youth Olympic Games (YOG) are the pinnacle of the IOC's work with young people and reflect a commitment to extending Olympism beyond elite competition. That said, the Games bring together large numbers of the best young athletes in the world with more than 3,600 in Singapore for the inaugural Summer Games and more than 1,000 from 70 countries in Innsbruck, Austria, the first Winter Youth Olympic Games.

The YOG is close to the heart of IOC President Jacques Rogge. His vision was for a sporting event for young people that balanced sport, culture and education, in line with the principles of modern Olympic founder Pierre de Coubertin, who saw sport as a tool through which to educate and inspire young people.

YOG Singapore 2010

YOG Innsbruck 2012



As well as taking part in high-level competition the young athletes participate in a comprehensive Culture and Education Programme (CEP) featuring exhibitions and workshops in five areas:

- Olympism
- Skills development
- Wellbeing and Healthy Lifestyles
- Social Responsibility
- Expression

Athletes are provided with easily accessible information on global issues that affect them – encouraging youth to contribute and to have a positive impact.

Three UN agencies helped to implement these activities, along with the International Federation of Red Cross and Red Crescent Societies, the World Anti-Doping Agency, the International Olympic Academy and the International Fair Play Committee. In Innsbruck, the environmental programme focused particularly on the sensitivity of fragile mountain ecosystems.

The YOG also reach out through the encouragement of young reporters by building their awareness of and competence in using modern media technology – 29 participated in Singapore and 15 in Innsbruck.

In partnership with UNEP, youth reporters also were offered the opportunity to report for TUNZA, UNEP's environmental magazine for young people, each issue of which reaches more than a million readers across 180 countries.

Before the Innsbruck YOG, a sustainability project gave young Austrians the chance to think about preserving the environment. For a month, everyone was invited to post tips via Facebook on how to save energy and the best ideas were included in a handbook created by a local energy company, and issued to households in the region. Athletes living in three-person apartments of the Youth Olympic Village (YOV) participated in an Energy Saving Competition that challenged them to use as little energy as possible; the winners were announced at the end of the Games.

The Innsbruck Games reached out through schools in Tyrolean Austria to partner schools in competitor countries. This exchange allowed youngsters between 11-16 years to learn more about different cultures and environments and exchange ideas and opinions. At the end of the Games each participating Austrian school mounted an exhibition of what they had learned about their partner countries in the YOG World Mile.

Innsbruck also provided snapshots of what a future might hold with the first ever mixed gender Winter Sports event, the cross-country/biathlon – and the first mixed country event, the curling doubles, which despite language barriers, was one of the YOG highlights, truly in the spirit of these Games.

IOC President Jacques Rogge told the young athletes at the Closing Ceremony of Innsbruck 2012:

”We have been inspired by your conduct, not only on the snow and ice but also during the Culture and Education Programme”.

He added: "You embody the Olympic values of excellence, respect and friendship. More than anyone you are responsible for the success of the Games. By earning the title Young Olympian, you are role models for your generation, and no matter what happens in your sports career from this point, all of you are equipped to become future leaders. The legacy of the first Youth Olympic Games lives in you and in all people of all ages who have been touched by your good example".

OLYMPIC DAY

Olympic Day has been celebrated on 23 June every year since 1948 to commemorate the foundation of the modern Olympic Games in Paris in 1894. Over the years it has grown and now involves hundreds of thousands of people around the world without discriminating between young and old.

Originally aimed at getting people to participate in sport regardless of their age, gender or athletic ability, Olympic Day has blossomed into something bigger. Today it is based on the three pillars – Move, Learn and Discover – with NOCs organising sports, cultural and educational activities. Some countries have incorporated the event into the school curriculum and in recent years many NOCs have added concerts and exhibitions to the celebration.

Recent NOC activities have included meetings for children and young people with top Athlete Role Models (ARMs) and the development of new websites directing people to programmes and concerns within their neighbourhoods.⁸⁹

Olympic Day 2011 saw activities organised by 170 NOCs.⁹⁰ The Australian NOC sent 100 Olympians into schools to talk about their experiences, in Gambia, activities were organised for children with and without disabilities, in Japan a concert raised funds to help with relief work following the devastating earthquake and tsunami, while the Finnish NOC integrated Olympic Day activities into a mass event *Your Move*, involving 42,000 young people and encouraging youth to take active responsibility in improving their personal and communal activities.⁹¹

INTERNATIONAL INSPIRATION

When London was awarded the 2012 Olympic Games its organising committee pledged to reach young people all around the world and "Connect them to the inspirational power of the Games so they are inspired to choose for sport ... improving their lives as a result".

To this end, LOCOG established *International Inspiration*, a partnership between UK Sport, UNICEF, the British Council and LOCOG, supported by other partners including the UK government, the Department for International Development, the Youth Sport Trust, the Premier League, the British Olympic Association (BOA), the British Paralympic Association and individual donors.

The programme works at three levels with policy makers, sporting practitioners and young people to change the way the role of sport in schools and the community is promoted around the world.

Olympic Day celebration, Bhutan

89 What is Olympic Day?, IOC News, 31 May 2011, <http://www.olympic.org/vancouver-2010-winter-olympics?articleid=130382>

90 Record participation at Olympic Day 2011, IOC News, 1 July 2011, <http://www.olympic.org/news?articleid=132823>

91 Your Move, <http://www.yourmove.fi/english>

**Through *International Inspiration*:**

- Around 80,000 teachers, coaches and young leaders have been trained to lead sport, physical education and play in their schools and communities, learning new skills
- Programmes and activities have been set up in 19 countries – Azerbaijan, Brazil, Bangladesh, Ethiopia, Jordan, India, Indonesia, Malaysia, Mozambique, Nigeria, Palau, Pakistan, South Africa, Tanzania, Trinidad and Tobago, Turkey, Uganda and Zambia
- Across eight countries – Azerbaijan, Bangladesh, Brazil, India, Jordan, Mozambique, Palau and Zambia – more than 21 policies, strategies or legislative changes have been influenced or implemented
- More than 12 million children and young people have actively participated in sport, physical education and play, many for the first time – and around half of them are now taking part in physical activity at least once a month.

Early outcomes include:

- Improved school attendance and educational performance
 - children must be enrolled to be able to participate in sport and culture activities
- Empowerment of girls and young women to access education and participate in sport
- Development of young leaders
- Increased self-esteem among participants
- Increased awareness of health issues such as HIV/AIDS, and the benefits of physical activity
- Improved sports systems in developing countries.^{92/93}

92 Sport for All, IOC, in press

93 International Inspiration, LOCOG, <http://www.london2012.com/get-involved/education/international-inspiration/what-is-international-inspiration/>



BOX 15 RIO 2016 – REACHING OUT TO YOUNG PEOPLE

Education through sport is one of the key concepts that will be developed by the city of Rio de Janeiro in the lead-up to the 2016 Summer Games. The Rio 2016 Organising Committee, the Brazilian NOC and the government have committed to reaching out to young people, particularly in economically challenged areas.

Collaborative projects include activities created and implemented by the Brazilian NOC, such as the translation and adaptation of the Olympic Values Education Programme (OVEP) for Brazil and Portuguese-speaking countries, a cross-gender community programme on HIV/AIDS prevention and the School and University Games, as well as a UN-supported programme to promote sports in public schools and the funding of sports infrastructure for public schools.

The Rio 2016 Organising Committee is putting in place an extensive outreach programme that hopes to make a difference in the lives of young people in Brazil, especially those in Rio's informal settlements, the favelas. The Rio 2016 Organising Committee will also work closely with the Brazilian NOC to ensure the dissemination of OVEP through government programmes and other channels.

The Federal, State and Municipal Governments have pledged to expand existing programmes and support new initiatives that will bring the powerful combination of education and sport to young people throughout the country.⁹⁴

Rio 2016, Brazil

94 Progress Report, Sport, Education and Culture: 7th World Conference of Sport, Education and Culture, 5-7 December 2010, IOC, http://www.olympic.org/Documents/Conferences_Forums_and_Events/2010_Durban/2010-progress_report.pdf

WORKING WITH DIVERSE COMMUNITIES

Two articles of the Olympic Charter emphasise its inclusive principles. Article 4 states:

“Sport is a human right. Every individual must have the possibility of practicing sport, without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.”

Article 6 reads:

“Any form of discrimination with regard to a country or a person on grounds of race, religion, politics, gender or otherwise is incompatible with belonging to the Olympic Movement.”

These principles are reflected in the OM's *Agenda 21*, which endorses the 1992 Earth Summit's commitment to further including indigenous communities and peoples by encouraging their sporting traditions and participation in sport.

The IOC works to include indigenous communities not just in the Games themselves, but also in the lead-up. It encourages grassroots sports and healthy lifestyles to both indigenous and underprivileged communities.

Sport for all at The Olympic Museum,
Lausanne, Switzerland

BOX 16 INDIGENOUS OLYMPIANS

The achievements of Jesse Owens at the 1936 Berlin Olympic Games are widely documented. Less well known is the story of George Poage, the first African-American to win Olympic medals at St. Louis in 1904. Eight years later, at Stockholm 1912, Jim Thorpe became the first of only two Native Americans ever to win an Olympic gold medal.

It was not until London 1948 that an African American woman won Olympic gold – when Alice Coachman triumphed in the high jump.

And who could forget the sight of Cathy Freeman sprinting to victory in her home Olympic Games, Sydney 2000, to become the first Aboriginal Olympic track gold medallist.

There have only been two other Native American and Australian Aboriginal gold medallists – American Barry Mills, who won gold at Tokyo 1964 and Nova Maree Peris an Australian hockey gold medallist at Atlanta 1996.

Berlin 1936, Germany
Lutz Long (GER) and Jesse Owens (USA)



FIRST NATIONS

Vancouver took great strides in involving First Nations communities in the 2010 Winter Games, from the bid to the Games legacy.

As the event was to be hosted on shared traditional ancestral territories, the four First Nations fully participated in the development of the 2010 bid proposal and signed a protocol agreement, marking the first time in Olympic history that aboriginal peoples of Canada have been formal partners with an Olympic organising committee.⁹⁵

This resulted in joint planning and decision making on initiatives and budget, as well as execution of Games-time initiatives and programming. One of the key commitments involved “Treating representatives and guests of the Four Host First Nations (FHFN) in manner befitting their office”. During the Games Ceremonies, chiefs of the FHFN received the same level of accreditation as heads of state and were seated in the Presidential Box.⁹⁶

In line with promoting healthy lifestyles and sport, VANOC and the FHFN hosted the Vancouver 2010 Indigenous Youth Gathering (2010 IYG). With the support of Canada’s federal, provincial and territorial governments, Games sponsors and other partners, 2010 IYG brought together 296 First Nations, role models and emerging leaders representing every province and territory in Canada.

The participants, aged 19–29, also took part in workshops and activities on the pillars of the Olympic Movement – sport, culture and the environment – as well as the Olympic Truce objectives relating to youth, leadership, action, legacy, awareness and peace.

Apart from encouraging First Nations participation in cultural, sport, recreation and healthy living opportunities, 2010 IYG also created greater global awareness of the diversity and talent of the Canadian population.⁹⁷

In the lead up to the Games, *2010 Legacies Now* worked with the FHFN Society and a wide variety of other aboriginal communities and organisations to provide opportunities for First Nations’ youth to make healthy living choices and supported those aiming to become high-performance athletes in the future.

This included support for the First Nations Snowboard Team encouraging young people to improve their snowboarding skills and running a high-performance team with a world-class coach. The team members must commit to a drug and alcohol-free lifestyle, maintain a minimum C+ grade average in school and participate in 90% of the training schedule.⁹⁸

Vancouver 2010 also created economic development opportunities for First Nations people and businesses. For VANOC this meant maximising opportunities for aboriginal people to fill Games-related jobs; for aboriginal businesses to win contracts and to develop crucial partnerships showcasing aboriginal talent.⁹⁹

Vancouver 2010, Canada
Opening Ceremony

- 95 Four Host First Nations Society, Canada’s Games, Government of Canada, <http://www.canada2010.gc.ca/prtnrs/nations/050601-eng.cfm>
- 96 Vancouver 2010, Aboriginal participation and collaboration, VANOC, http://www.2010legaciesnow.com/fileadmin/user_upload/About_Us/VANOC/7_Aboriginal_Participation_and_Collaboration.pdf
- 97 Ibid.
- 98 First Nations Snowboard Team, 2010 Legacies Now, <http://www.2010legaciesnow.com/first-nations-snowboard-team/>
- 99 2010 Aboriginal Procurement Strategy, Case Study, VANOC, 2010, http://www.fraserbasin.bc.ca/publications/documents/vanoc_aboriginal_procurement_strategy.pdf



DEVELOPING A DIVERSITY AND INCLUSION STRATEGY

London 2012 – hosted in one of the world's most culturally diverse cities, where more than 300 languages are spoken – has also taken an inclusive approach. The last census suggests almost 30% of the UK capital's inhabitants are from ethnic minorities, while more than another 12% do not regard themselves as British.¹⁰⁰

London's Olympic Park itself is itself located in one of the most diverse areas and is home to 22% of London's total black and Asian population and almost 65% of London's Bangladesh community.¹⁰¹

LOCOG developed an inclusive culture in which diversity is valued, celebrated, respected and welcomed. To this effect it ensured all stakeholders were committed to embracing difference with regard to age, disability, gender, ethnicity, religion and belief or sexual orientation.

LOCOG's Diversity and Inclusion Strategy is based on five key themes:

- How it does business – including decision-making, procurement and communication
- Individual responsibility – recognising that an organisation's culture is not just created by its policies, structures and functions, but by the way the individuals within it make decisions and behave towards one another
- Recruitment, development and transition – developing a structured approach, recruiting diverse talent, providing adequate training and helping develop career planning

- Involvement and engagement – recognizing and acting upon the thoughts and views of others, and using appropriate new media to reach different groups, particularly young people
- Acting as a catalyst for legacy – providing the opportunity to train and play in world-class venues, or simply to participate in the sport of choice without fear of abuse or ridicule.¹⁰²

LOCOG's determination was exemplified in its approach to the recruitment of its 70,000 volunteers. As it was vital recruitment and open to all, LOCOG's community outreach and engagement included attendance and presentations at mosques, Sikh temples and Christian churches; live interviews on national and ethnically targeted radio media and multilingual promotional leaflets and videos.

Thanks to an overwhelming response the variety of applicants exceeded LOCOG's targets for diversity and inclusion.¹⁰³

StreetGames is another inclusivity strategy. It aims to build, develop and sustain a network of grassroots sports projects in 20% of the most deprived areas in the UK, giving one million youngsters the chance to participate. The initiative has been taken up and broadened by Coca-Cola Great Britain, which is supporting moves to deliver an improved sporting experience to another 110,000 youths.¹⁰⁴

FreeSport was an accessible fund that provided small grants to sports clubs and other small community organisations to provide free sports coaching for Londoners and encourage greater participation in the build-up to 2012. The programme, which has invested more than £700,000, has engaged around 40,000 participants, with 65% from black, Asian and minority ethnic groups, and 16% disabled people.¹⁰⁵

100 UK Office for National Statistics Neighbourhood Statistics, <http://www.neighbourhood.statistics.gov.uk/dissemination/>

101 A blueprint for change, op. cit.

102 The world in a city: The London Organising Committee of the Olympic Games and Paralympic Games Ltd Diversity and Inclusion Strategy, LOCOG, <http://www.london2012.com/documents/locog-publications/open-diversity-and-inclusion-strategy-document.pdf>

103 Ibid.

104 Ibid.

105 Ibid.



PARTNERS IN SUSTAINABILITY

Although the IOC is the supreme authority of the Olympic Movement, its role is to stimulate collaboration throughout the Olympic family – athletes, NOCs, IFs, OCOGs, members of the Olympic Partners (TOP) Programme, media partners and UN agencies. The cooperation of all these entities makes the cyclical celebration of the Olympic Games possible, but of equal importance is the fact that all partners are vital in the IOC's mission to spark social change through sport.

Support from the business community is crucial to the staging of the Games and the operations of every organisation within the Olympic Movement.

Revenue generated through commercial partnerships accounts for more than 40% of Olympic revenues and partners provide vital technical services and product support.

The Olympic Partners (TOP) Programme established in 1985 offers the opportunity to further the IOC's sustainability agenda by working with partners to spread key messaging to the widest possible audience, and also helps the worldwide TOP Partners achieve their own sustainability goals.

The Coca-Cola Company first sponsored the 1928 Olympic Games and has supported every Olympic Games since, becoming a founding TOP sponsor. Among its many supporting activities, it published a detailed *Nutrition for Athletes* guide with the IOC Medical Commission for distribution to thousands of athletes and their trainers arriving in Athens in 2004.

The company's comprehensive sustainability programme embraces the concept of reduce, reuse and recycle across all its activities, for example working to safely return to nature and communities an equivalent amount of water as what it uses in its products and processes.¹⁰⁶ It has also worked with WWF, the global wildlife conservation organisation since 2007 to conserve some of the most important river basins in the world as well as finding ways of integrating sustainability into company operations worldwide.¹⁰⁷

Acer has striven since being founded in 1976 to design environmentally friendly products and establish a green supply chain through collaboration with suppliers, and actively supports global efforts to aggressively reduce greenhouse gas (GHG) emissions and the negotiations for a sound international climate policy framework. Acer has provided 12,000 PCs, 1,000 notebook computers and 900 servers for London 2012.¹⁰⁸

Atos leads IT efforts in staging the Olympic Games. Recently the company confirmed its commitment to sustainability by joining the UN Global Compact, a strategic policy for businesses to align operations and strategies with ten universally-accepted principles covering human rights, labour, environment and anti-corruption.¹⁰⁹ The company has also agreed to offset its data centres' carbon emissions and will become the first global IT provider to offer fully-integrated, carbon-neutral hosting services.¹¹⁰

- 106 Water Stewardship, The Coca-Cola Company, http://www.thecoca-colacompany.com/citizenship/water_main.html
- 107 The Coca-Cola Company Partnership, WWF, <http://www.worldwildlife.org/what/partners/corporate/Coke/>
- 108 Acer Sustainability: Declaration from the Management, Acer, <http://www.acer-group.com/public/Sustainability/sustainability02.htm>
- 109 United Nations Global Compact, <http://www.unglobalcompact.org/>
- 110 Sustainability: Showing Leadership in Corporate Responsibility, Atos, http://uk.atos.net/en-uk/about_us/sustainability/default.htm



Dow connects chemistry and innovation with the principles of sustainability to help address many of the world's most challenging problems, such as the need for renewable energy, conservation, increasing agricultural productivity and delivering sustainable and innovative solutions that contribute to human progress. Dow organises its sustainability focus around innovation, partnering with suppliers, communities, civil society and governments for change, providing smart solutions while ensuring its infrastructure has a positive impact and its operations are a model for others.¹¹¹

GE works closely with host countries, cities and organising committees to provide infrastructure solutions for Olympic venues, including power, lighting, water treatment and transportation. The company launched its Ecomagination initiative in 2005 to find innovative solutions that work towards more energy efficient products. GE is committed to doubling its investment in innovation and technology over 5 years, and by the end of 2010 had saved more than US\$125 million since implementing this comprehensive sustainability strategy, proving that sustainability can be good for the planet and good for business.¹¹²

McDonald's became an official sponsor of the Olympic Games in 1976 and has a long-standing commitment to the OM. The company is focused on ensuring that its supply chain is sustainable, working with the Roundtable for Sustainable Palm Oil, and not buying soy from deforested areas of Brazil's Amazonia. For its packaging, McDonald's tries to ensure the main material used is wood fibre from independently certified sustainable sources. With WWF, it established the first Global Conference on Sustainable Beef in 2010. The

company is also acutely aware of concerns about obesity and is working to spread information on nutrition and wellbeing through labelling and via the children's health initiative "What I Eat, What I Do".

Omega, a long-time worldwide Olympic supporter providing timekeeping, data handling and scoring services for the Games, is one of the 18 brands of the Swatch Group founded by visionary entrepreneur Nicolas Hayek. It has an environmental policy based on the conservation of the natural environment and its resources. This includes the production of ecologically sound products by the most efficient means; the use of raw materials, energy resources and water in moderation; the avoidance of unnecessary waste; and the use of auxiliary materials that respect the environment. Further, the Group applies procedures and technologies to protect the environment in the best and most sustainable way across all its activities.¹¹³ Omega participates in projects that raise awareness of how the planet can be made a healthier and cleaner place. These include a film co-produced with photographer, filmmaker and environmental activist Yann Arthus-Bertrand about the beauty and importance of the planet's oceans and Omega's Main Partnership in the Solar Impulse project whose goal is to circle the globe in a plane powered by solar energy. Omega has long advocated responsible stewardship of the Earth's oceans.

Panasonic, which provides the Olympic Games with state-of-the-art professional AV equipment, is determined to become the leading green global innovation company by promoting environmental activities. Its focus is on energy solutions for individuals and communities through energy

111 Dow Sustainability, Dow, <http://www.dow.com/sustainability/>

112 GE Sustainability Strategy saves company £81 million, 3BL Media, <http://3blmedia.com/theCSRfeed/GE-Sustainability-Strategy-saves-company-%C2%A381-million>

113 Corporate Responsibility at Swatch Group, Swatch Group, http://www.swatchgroup.com/en/group_profile/corporate_responsibility



creation, storage, saving and management, offering people secure and sustainable lifestyles. This includes developing recycling systems for consumers, which is open to participation by all electronics product manufacturers.¹¹⁴

Procter and Gamble announced in September 2010 a long-term environmental sustainability vision covering both its products and operations which included using 100% renewable or recycled materials for all products and packaging, having zero consumer waste go to landfills, powering all plants with 100% renewable energy and emitting no fossil-based carbon dioxide or toxic emissions. Monitoring this process is vital, and by the end of 2011 P&G had achieved a 20% use of renewable or recyclable materials in its packaging and 30% of the power used in its plants came from renewable sources. P&G is the official Olympic worldwide partner for personal care and household products in 2010, and will support the Movement through to 2020.¹¹⁵

Samsung, a leader in delivering innovative eco-friendly products to consumers, is committed to stewardship throughout the entire life cycle of its products. Samsung is also concerned to help boost both the skills and education that are crucial to Africa's economic growth. In line with the South African attempts to create good jobs, especially for its younger citizens, its Hope for Youth Engineering Academy in South Africa recruits from local technical high schools and provides hands-on education and practical experience to enable its students to be competitive in the local job market.¹¹⁶ Samsung provides wireless telecommunications equipment to support the staging of the Olympic Games.¹¹⁷

Visa International has been a Worldwide Olympic Partner since 1986, and offers the exclusive payment card and official payment system for the Games. Electronic payment systems are a contribution to reducing resource use over more traditional banking systems, but the corporation also tries to ensure high standards of environmental performance by promoting staff awareness of environmentally-friendly practices at work and at home. In addition, it offers environmentally responsible waste management and recycling programmes across its network.¹¹⁸ Visa also promotes environmental sustainability to its customers and in 2008, Visa Europe launched a green business Visa card. Each time a payment was made with the card, the carbon emissions associated of the purchased product or service were established and the associated emissions offset through forestry or renewable energy projects.¹¹⁹

NOCs and OCOGs also operate their own local sponsorship programmes to support domestic sporting activities. Sydney 2000 was the first organising committee to introduce environmental and sustainability standards into its procurement procedures, and the IOC's transfer of knowledge passed on experiences gained and lessons learned. London 2012 believes its Sustainable Sourcing Code is inspiring change among suppliers, sponsors and licensees, as they see the business advantages of environmental sustainability.

The IOC is well aware that development towards the total integration of sustainability throughout all its partnerships is a long-term aspiration. Significant strides have been made in the 20 years since the first Rio Earth Summit and the 1992 Barcelona Games, but there is much more to be done.

- 114 Environment: coexisting with the global environment, Panasonic, <http://panasonic.com/environmental/>
- 115 Our long term vision and 2020 goals, P&G, http://www.pg.com/en_US/sustainability/environmental_sustainability/environmental_vision.shtml
- 116 Samsung Hope for Youth Program, Samsung, <http://www.samsung.com/uk/aboutsamsung/citizenship/hopeforyouth.html>
- 117 Environment: Better green experience with Samsung, Samsung, <http://www.samsung.com/uk/aboutsamsung/citizenship/environment.html>
- 118 Corporate Responsibility, Visa, <http://corporate.visa.com/corporate-responsibility/responsible-business-practices/environmental.shtml>
- 119 Visa launches carbon offset card for business, Environmental Leader, 18 September 2008, <http://www.environmentalleader.com/2008/09/18/visa-launches-carbon-offset-card-for-business/>



CONCLUSION

Pierre de Coubertin saw sport as a tool through which to educate and inspire the young. The IOC works with partners, stakeholders and the rest of the Olympic Family to challenge young people to learn respect for each other on the field of play so they may transfer this sentiment to other elements of their daily lives. The Youth Olympic Games and Olympic Day are two key planks of the Olympic Movement's work in this area. The YOG is the pinnacle of the IOC's work with young people and reflects a commitment to extending Olympism beyond elite competitors. Olympic Day is an annual event originally aimed at encouraging participation irrespective of age, gender or athletic ability and is now based on the three pillars – move, learn and discover.

YOG Innsbruck 2012, Austria

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INTRODUCTION

Rio+20 signifies a moment to reflect on and assess what progress has been made. Neither the UN's *Agenda 21*, nor the OM's *Agenda 21* are limited to the opening decade of the 21st Century. Rather they set the path for achieving widespread responsible development.

As this publication shows, the scope and actions of the OM and its partners in the realm of sustainability have increased greatly since 1992. However, that must be considered alongside rapid climate change, a growing population, urbanisation, and the unsustainable use of the planet's resources from water and food to minerals, wood, fibres and fossil fuels.

FUTURE CHALLENGES

Humanity's consumption of resources is analysed in the ecological footprint, an internationally recognised way of measuring the relative consumption profiles of communities and societies. The footprint measures resources in the number of average productive hectares needed to supply them or to absorb waste (global hectares of biocapacity).¹²⁰

Humanity today uses the equivalent of the resources of more than 1.5 planets – clearly an unsustainable situation. The rate at which people use resources, however, varies considerably. Adjusted for imports and exports, the average US

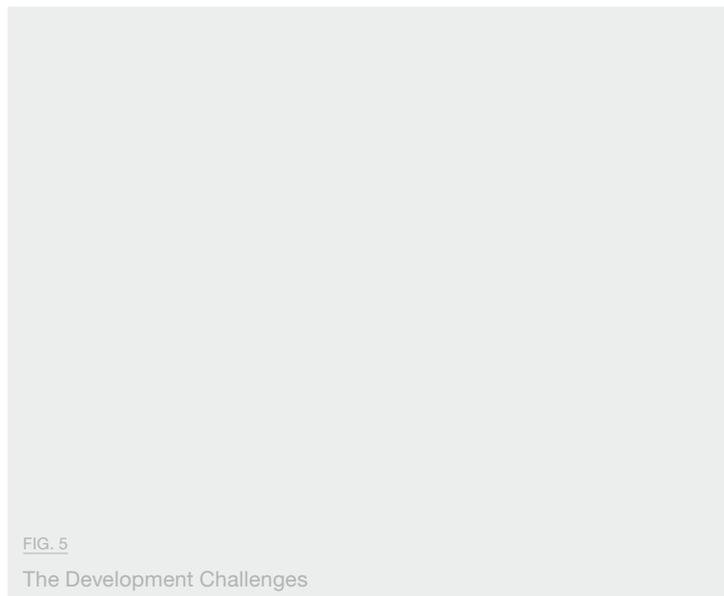


FIG. 5
The Development Challenges

citizen consumes around four times the resources available, equitably, to each of us; the average Swiss citizen uses double and the average Chinese person consumes 25% more resources than those available, while the average Indian only uses around half what is available to each one of us.

Figure 5 highlights the sustainability and development challenges facing humanity. The graph plots the Human Development Index score per nation – a composite metric developed by the UN Development Programme (UNDP) comprising life expectancy, access to education and medical services, levels of income and democracy as an index of development against the eco footprint.¹²¹

120 Footprint Basics – Introduction, Global Footprint Network, http://www.footprintnetwork.org/en/index.php/GFN/page/basics_introduction/

121 Human Development Index (HDI), UNDP, <http://hdr.undp.org/en/statistics/hdi/>



To live sustainably a country needs to register in the lower right-hand portion, with a high development score but an ecological footprint lower than the average number of global hectares of biocapacity available per person worldwide.

No country falls into that category. It's also clear that as countries increase their development levels their footprint increases and, importantly, continues to rise.

Changing the current development paradigm away from this unsustainable trend is clearly a priority but must be done in a way that provides a better standard of living for the majority of the world's population in the developing countries, while maintaining what has been achieved in much of the developed world.

Part of the solution is looking and thinking ahead to ensure current development does not lock future generations into unsustainable ways of living. The IOC's emphasis on the legacy of editions of the Games contributes to this and will become ever more important, both for host cities and their people and as beacons of sustainable development itself.

Today, the IOC requirement for Olympic bidding cities to give due consideration to the long-term legacy covers not just the infrastructure but also the Games' human legacy across education, training, employment and ecological impact.

During the bidding process, cities have access to the IOC's transfer of knowledge platform, which helps them understand how the host city and its citizens could benefit from the long-lasting impact of the Games.

Each candidate city faces different issues. Some are already highly-evolved cities with large populations, in countries with established environmental policies, regulations and infrastructure. Others may have an important natural environment or a network of protected areas to consider in their bid planning.

The Winter Olympic Games provide specific challenges as the world's mountain ecosystems are particularly fragile and increasingly endangered by climate change.¹²²

Working for the Environment

With the preservation of the natural environment in mind all upcoming Olympic developments will be carried out with a commitment to environmental consciousness and sustainability. The Sochi 2014 Winter Games take place against a backdrop of alpine and rich coastal areas lining the Black Sea. The Games will in part be held in an already developed urban area, but also in a large mountainous area with abundant forests, much of which lies within protected parks and natural reserves.

The staging of these Games will preserve the original land surface, saving topsoil and vegetation to maintain the natural terrain, create and enhance animal habitats within and surrounding the National Park and UNESCO-designated Biosphere Reserve, provide ecological rehabilitation of urban areas as part of the planned environmental development, and improve forest management, including the enhancement of forest firefighting capacity in the region.

122 Global Environmental Outlook 5 (forthcoming, June 2012), op. cit.



Sochi 2014 is also developing an Environmental Discovery Centre in the National Park, as well as running educational programmes for schools and in libraries to promote environmental stewardship among children, adults and visitors.

Furthermore, the Organising Committee has instigated several large-scale environmental projects, including the start of restoring the river Mzymta basin ecosystem to counteract erosion and bring back the natural beauty of one of the most picturesque rivers in Russia.¹²³

Improving Lives

Fundamental to sustainable development is bettering lives and livelihoods especially of those living in poverty and those who are socially disadvantaged or excluded. Rio 2016 views its Olympic Games as an opportunity to permanently improve the city for the benefit of its citizens, the region and the country. Beyond physical changes, Rio 2016 is also determined to provide a legacy for young people in a country that has 65 million young people aged 18 and under.

Brazil's federal level Urban Development Commission has passed legislation requiring all infrastructure works for the 2016 Games to meet certain standards for sustainable design. The law encompasses measures such as the use of water-saving techniques, reducing waste generation, encouraging recycling and taking advantage of natural light.

A wide range of programmes have been developed in support of the Games while forming the foundations for long-term sustainable development, social inclusion, housing provision, training and jobs. These include investing US\$5 billion in enhancing public transport, introducing stronger emission controls for industry and mass transport to improve air quality

for the city and the preservation of the largest urban forest in the world, together with the planting of 24 million trees by 2016 – three million of which will be planted in environmentally strategic rain forest areas. These developments will be regularly scrutinised by “green eye” helicopter flights to monitor water, soil-threatened and conservation areas.

Other social development projects that will leave a permanent legacy include four athlete villages that will provide 24,000 new apartments for a city with a large number of *favelas*, 48,000 adults and young people undergoing extensive professional and volunteer training in areas of strategic importance for the Games, 50,000 temporary and 15,000 additional permanent jobs in events, sports management, tourism and venue operations, and a significant number of construction jobs as a result of substantial infrastructure developments.

There will also be large-scale regeneration projects involving the transformation of the harbour area into a major accommodation, entertainment and tourist district, reconnection of the port to the heart of the city, new housing, retail and leisure outlets and extensive sport, recreation, transport and other infrastructure developments.

Green Forum, a communications programme established with local athletes and artists who share Rio 2016's green philosophy, will support these Initiatives by spreading awareness amongst the population. Rio 2016 is also promoting the powerful combination of education and sport – spreading not just Olympic values, but also the long-term imperative of healthy lifestyles to all Brazilians.

123 Sochi 2014 Popular Ecology Newsletter Issue 06, <http://sochi2014.com/upload/iblock/507/507695b26ecbb3a7197dfc22994cb4c7.pdf>

Specific initiatives will increase the *Programa Segundo Tempo* (PST), a UN-supported programme promoting sport in public schools that will involve three million Brazilian children; invest more than US\$400 million in *Mais Educação*, a Federal programme to fund sports infrastructure in public schools; and double the School and University Games, an initiative aligned to IOC concepts of sport, culture and education, delivered to five million young people.¹²⁴

ENHANCING SPORT AND TOURISM OPPORTUNITIES

Boosting economic development and enhancing sporting opportunities is part of the legacy planning of PyeongChang, host area for the 2018 Winter Games. The Korean national and provincial governments are working to develop the area into a sports and tourism belt equipped with recreational sports facilities, resorts, residential buildings and industries.

Asia has a huge potential for growth in winter sports and possesses the youngest and fastest growing market in the world in this arena. PyeongChang promises to connect winter sports with millions of young hearts and minds.

To ensure that all actions are carried out as sustainably as possible the OCOG, environmental experts and NGOs will formulate extensive environmental development and long-term management plans including greenhouse gas reduction schemes using renewable energy. These efforts

are supported by the Korean national government one of the greenest administrations in the world which has designated venue city Gangneung as a Low Carbon Green City.¹²⁵

Changing Mindsets Through Sport

As already illustrated, the “One Planet Living” ethos promotes the need for us all to live within the renewable resources of humanity’s only supply source, Earth. This involves an array of sustainability strategies such as changing attitudes, patterns of behaviour and mindsets to a more sustainable mode. Effectively, this encapsulates the OM’s long-term goal of sustainability.

London 2012’s commitment to provide a Games built around One Planet Living brings the OM’s determination to use the Games and sport as an exemplar and a catalyst to actively change society’s thinking and behaviour to life.

It aims to achieve this by:

- Curtailing greenhouse gas emissions and ensuring legacy facilities are able to cope with the impacts of climate change
- Minimising waste at every stage, ensuring no waste is sent to landfill during Games-time and encouraging the development of a new waste processing infrastructure
- Minimising the Games’ impact on wildlife and habitats in and around venues, leaving a legacy of an enhanced natural world
- Promoting access for all and celebrating diversity, creating new employment, training and business opportunities
- Inspiring people to take up sport and develop active, healthy and sustainable lifestyles.^{126/127}

124 Rio de Janeiro 2016 Bid Books

125 PyeongChang 2018 Bid Book, http://www.pyeongchang2018.org/language/eng/sub04/sub04_04.asp

126 London’s Olympics will have sustainability at heart, BioRegional, <http://www.bioregional.com/news-views/news/london-s-olympics-will-have-sustainability-at-heart-070705/>

127 Sustainability, LOCOG, <http://www.london2012.com/sustainability>



The OM is determined that, as well as staging inspiring, large-scale celebrations of sport, it galvanises as many as possible of the billions who visit, view or listen to the competition and ceremonies to change their attitudes and actively adapt their lives in favour of sustainability and the environment.

This also applies to ensuring that many sports events, from school or community clubs to national showpiece events, wherever in the world, adhere to these principles. That would be a true Olympic legacy.

THE GREEN ECONOMY

The introduction of a low-carbon, resource-efficient and socially inclusive green economy that: “Results in improved human well-being and social equity while significantly reducing environmental risks and ecological scarcities” is one of the two major themes of the Rio+20 conference.¹²⁸ It has been suggested that if the concept becomes embedded within national governments as a result of the Conference, in the way Rio 1992 moved environmental thinking into the political mainstream, sustainable development will receive a major boost as the world's economies move out of their current malaise and into green growth.

The OM has much to offer in this context, having helped to pioneer green economic thinking with low-impact events which are carbon-friendly and low waste as well as promoting water efficiency and the use of large-scale renewable energy.

Its knowledge systems and development and adoption of international sustainability standards have helped spread the concepts and practice of resource efficiency across infrastructure development, large construction projects and event management.

The OM works across entire and varied supply chains to not only encourage environmentally sound innovation in terms of materials and techniques, but also to encourage inclusivity and equity in job creation, training and delivery.

In addition, the sporting movement represents a global link to youth. And last but not least, it is important to note that the economic impact of sport for many countries is a major source of revenue.

The transition to a green economy also requires the commitment of the corporate world. To expect the world's seven billion consumers to consistently exercise wise, green choices is unrealistic: too often, ordinary people have neither the time nor the knowledge to do this.

But through its supply chains the OM can influence producers and their own suppliers. The OM is well versed in working with the private sector, from contractors working to deliver Olympic Games, through the media who bring the Games to life in billions of homes, to merchandisers and sponsors.

Beijing 2008, China
Solar Power

128 Green Economy, UNEP, <http://www.unep.org/greeneconomy/>

A spirit of cooperation allows for constructive dialogue, leading to improvements in everyone's environmental performance and crucially the spread of sustainability thinking within corporate partners. Examples of innovations within sponsor industries that have resulted from working with the OM include:

Coca-Cola – Water stewardship, sustainable packaging, energy management and climate protection and the launching of a corporate green plan incorporating reduction of carbon emissions and waste management.

General Electric – Development of energy efficient light-emitting diode (LED) systems, advanced membrane-filtered wastewater treatment systems, natural gas combined-cycle turbines, solar-powered high efficiency lighting.

McDonald's – Introduction of new technologies eliminating HFC gases.

Panasonic – Eliminating polyvinyl chloride (PVC) and brominated flame retardants (BFR) from manufacture of electronic products ranging from AV equipment and HD televisions to large screen displays and camcorders.

Samsung – Eliminating PVC and BFR materials in wireless technology.¹²⁹

The IOC is aware that corporations consist of individuals and that to organise the Olympic Games involves tens of thousands of people, many of whom are volunteers. The determination of OCOGs to ensure sustainability training for all these people greatly contributes to the embedding of concepts of sustainable development well beyond the Games, and deliberately generates a ripple effect.

All those involved in the build-up to and running of Games return to the day-to-day world once they are over, many bringing their new-found interest in the natural world and sustainability into their lives and future employment.

The IOC's concept of legacy, ensuring that whatever is designed has lasting, beneficial results, is also relevant to the discussion on a green economy. By stressing the importance of a sustainable legacy in terms of development and the building of human capacity as well as physical infrastructure, the OM demonstrates that lasting results are vital in developing resource efficiency and social inclusivity, reducing environmental risk and ecological scarcities. And it demonstrates that long-term thinking and planning can deliver economic benefits.

129 Progress Report: Sport, Environment and Sustainable Development - Eighth IOC World Conference on Sport & Environment Vancouver, Canada, 29-31 March 2009, op. cit.



GOVERNANCE, PARTNERSHIPS AND INSTITUTIONAL FRAMEWORKS

A major theme of the Rio+20 Conference and beyond is to assess and evaluate whether the world has the optimal institutional framework, and infrastructure, to manage the necessary transition to a sustainable future.

It is widely recognised that, until now, many environmental issues have been tackled by distinct sectors – organisations whose primary concerns include, for example, transport, fisheries or energy – rather than by attempting to find integrated cross-sectoral solutions for the long term.

There are numerous examples of such compartmentalised thought, including the encouragement of the biofuel sector to reduce carbon dioxide emissions without acknowledging how that might affect land use in terms of food-production, or have an impact on natural habitats vital to biodiversity.¹³⁰

From inception the OM has viewed sport as a stimulus for positive change, as expressed in the first two fundamental principles in the Olympic Charter:

– *Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.*

– *The goal of Olympism is to place sport at the service of the harmonious development of humankind, with a view to promoting a peaceful society concerned with the preservation of human dignity.¹³¹*

To this end, the OM has continuously increased its activities to encompass societal problems such as the advancement of women, the inclusion and recognition of indigenous communities, environmental education and stewardship and HIV/Aids prevention amongst other apparently non-sporting topics. With representation in 204 countries, the Movement has a global reach.

In addition, the OM has engaged deeply with a wide variety of institutions, including UNDP, UNEP, UNESCO and UN-Habitat, as well as internationally- recognised NGOs in the environmental field such as Greenpeace and the WWF, and has recently been granted observer status by the UN General Assembly.

The 9th Conference on Sport and the Environment reiterated the Movement's belief that such partnerships are beneficial to the development of sustainability and encouraged the IOC to optimise them.

Groups within the OM have also frequently formed working relationships with governments, local NGOs and citizens' groups.

These partnerships may be based around the staging of the Olympic Games, covering issues from ensuring the protection of areas of natural importance, regeneration of specific areas, or the evolution of transport or waste policies.

130 Global Environmental Outlook 5, op. cit.

131 Olympic Charter, op. cit.



Equally, they may be concerned with the introduction of regular sporting activity in schools or developing training and coaching facilities. They may simply be geared towards encouraging healthier lifestyles, as is Olympic Day each year.

The IOC can use its influence to guide agendas and encourage its members to work towards sustainability. To ensure that knowledge, best practice and experience are made available to the widest possible audience, the IOC maintains and develops its knowledge systems and educational platforms. These cover environmental and sustainability performance, experience and solutions in event organisation, the results of pre and post-Games evaluations which continue to enable proper assessment of Games' legacies, as well as a wide array of other projects encouraging Olympism around the world.

ENGAGING YOUTH

Giving youth a voice is essential in a world where nearly half the population is under the age of 25 – the UN definition of youth. These three billion people are the citizens and leaders of the future. They will inherit many of the mistakes of previous generations and will be at the forefront of the drive to sustainability.

The IOC and the OM have more than a century of experience working with young people at grass roots level and at the pinnacle of sporting achievement – the Olympic Games. Through its network of more than 200 countries, the OM has unrivalled access to young minds and is in a unique position to promote awareness of sustainable development.

By generating intense global interest Olympic Games can very effectively communicate sustainability messages, such as OCOG campaigns to reduce spectator carbon dioxide emissions, encouraging the use of public transport when attending Games and healthy eating.

Crucially, the OM can also deploy the experiences and thoughts of individual Olympians to inspire young people to adopt positive lifestyles.

In its foundation, the first Youth Olympic Games reflect the OM's opportunity to go beyond sport. Recognising that the young participants will become ambassadors for Olympic Values, the added educational and cultural programmes are considered as important as the sports competition.

The YOG also have programmes to help train young people in media skills and to improve their ability to communicate with their peers. The 2010 and 2012 Youth Olympic Games are just the beginning – the first major Olympic Games development since the first Winter Games in 1924 – and this progress will continue.

The 2014 summer Youth Olympic Games will take place in Nanjing, China; the 2016 winter Games in Lillehammer, Norway. Additionally, the IOC intends to widen future editions of the Olympic Games to include educational and wider cultural programmes for competitors and spectators alike, to make them showcases for the ideas behind sustainability.

The OM is determined to build on the success of the YOG and where possible strengthen its work with young people, particularly by introducing or reinforcing the imperative of sustainability.

YOG Singapore 2010

**To this end the IOC will:**

- Explore various methods of engaging young people in sustainable development issues beyond the YOG, seeking opportunities to work with other partners, particularly UN entities, to promote Olympic ideals through their own engagement processes, seminars and conferences
- Promote the involvement of young athletes in future World Conferences and continental seminars on Sport and Environment
- Further develop and support with NOCs educational programmes targeted at youth on environment and sustainable development
- Encourage NOCs to raise young peoples' awareness of sustainable development issues and spread the Olympic ideals in their local communities through sport
- Promote and support initiatives that engage young people, particularly in underprivileged communities, in sustainable development activities.¹³²

CONCLUSION

The Fifth Global Environment Outlook (GEO-5) offers two visions of the future: a conventional world in which business-as-usual drives continuing environmental degradation, failure to attain the Millennium Development Goals (Chapter 5) and other internationally agreed environmental goals, with little if any improvement in the lifestyles of the majority of the world's population.

Achieving the alternative sustainable world will be a challenge because of the changes in mindset required across society, but it offers a more hopeful future that could, as the Brundtland report put it:

“Satisfy the needs of the present generation, without compromising the chance for future generations to satisfy theirs.”^{133/134}

There are those who believe that this is an impossible dream – as many doubted that the sub-1 minute mile or sub-10 second 100 metres would ever be achieved. However, the IOC understands that if it is to fulfill its aim to “Create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles” there is no other option.

In the 20 years since the groundbreaking Earth Summit and the Barcelona 1992 Olympic Games, the Olympic Movement has made huge progress in coming to understand its environmental responsibilities and the role it can play in promoting sustainable development. It has not wavered in its pursuit of the Olympic ideal of excellence in either sport or sustainability.

With the environment as a pillar of Olympism, the OM continues to pursue a green agenda while promoting core values of respect, friendship and excellence. It is to be hoped that future achievements in the drive to foster widespread sustainable development will inspire a great many people across the globe.

That way we truly incorporate the ethos of Olympism – faster, higher and stronger for a sustainable future.

132 Doha Declaration, op. cit.

133 Global Environmental Outlook 5, op. cit.

134 Our Common Future, op. cit.



GLOSSARY OF ACRONYMS

ANOCA	Association of National Olympic Committees of Africa	LEED	Leadership in Energy and Environmental Design
ATHOC	Athens Organising Committee (for the Olympic Games)	LOCOG	London Organising Committee for the Olympic Games
BFR	Brominated Flame Retardant	MDG	Millennium Development Goals
BOCOG	Beijing Organising Committee of the Olympic Games	NF	National Federation
CEP	Culture and Education Programme	NGB	National Governing Body
EMAS	Eco-Management and Audit Scheme	NGO	Non-Governmental Organisation
FHFN	Four Host First Nations	NOC	National Olympic Committee
FIFA	International Federation of Association Football	NZOA	New Zealand Olympic Association
HECTOR	Heritage Climate Torino	NZOC	New Zealand Olympic Committee
IF	International Federation	OCOG	Organising Committee of the Olympic Games
IOC	International Olympic Committee	ODA	Olympic Delivery Authority
IOTF	International Olympic Truce Foundation	OGI	Olympic Games Impact study
ISO	International Standards Organisation	OGKM	Olympic Games Knowledge Management
IYG	Indigenous Youth Gathering	OM	Olympic Movement
		OVEP	Olympic Values Educational Programme
		OYDC	Olympic Youth Development Centre



PET	Polyethylene Terephthalate	UNCSD	UN Conference on Sustainable Development
PVC	Polyvinyl Chloride	UNEP	UN Environment Programme
SIDS	Small Island Developing States	UNESCO	UN Educational, Scientific and Cultural Organisation
SNOC	Singapore National Olympic Council	UNHCR	UN High Commissioner for Refugees
SOCOG	Sydney Organising Committee for the Olympic Games	UNWCED	UN World Commission on Environment and Development
SSET	Sustainable Sport and Event Toolkit	VANOC	Vancouver Organising Committee (for the Olympic Games)
TOK	Transfer of Olympic Knowledge Programme	WFP	World Food Programme
TOP	The Olympic Partners Programme	WSC	World Sport Chicago
TOROC	Turin Organising Committee (for the Olympic Games)	WWF	World Wildlife Fund
TTOC	Trinidad and Tobago Olympic Committee	YOCOG	Organising Committee of the Youth Olympic Games
UN	United Nations	YOG	Youth Olympic Games
UNCED	UN Conference on Environment and Development	YOY	Youth Olympic Village
UNCHD	UN Conference on Human Development		



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