



INTERNATIONAL  
OLYMPIC  
COMMITTEE

**Report**

# **PROGRESS REPORT**

## **Sport, Environment and Sustainable Development**

9<sup>th</sup> World Conference on Sport and the Environment  
Doha, Qatar – 30 April to 02 May 2011

April 2011  
International Olympic Committee/ TSE / Department of International Cooperation and Development



## Table of contents

<b>1. Introduction .....</b>	<b>3</b>
<b>2. RIO +20 and the IOC.....</b>	<b>4</b>
2.1. Sport and Environment: A Natural Synergy.....	4
<b>3. Sport and Sustainable Development .....</b>	<b>6</b>
3.1. IOC Actions.....	6
3.2. IOC Commission on Sport and Environment.....	7
<b>4. Olympic Solidarity Support .....</b>	<b>10</b>
<b>5. The OCOGs and tangible progress.....</b>	<b>11</b>
5.1. The role of the Organising Committees for the Olympic Games: Beyond the Event.....	11
<b>6. World-Wide TOP Partners .....</b>	<b>15</b>
6.1. TOP Partner Sustainability Engagement.....	15
<b>7. Conclusion.....</b>	<b>17</b>
7.1. Green Thinking of the Olympic Movement .....	17



# 1. Introduction

## Executive Summary

The 9<sup>th</sup> IOC World Conference on Sport and Environment is a watershed event which should usher in a new era in the sporting movement's contribution to the international community's environmental debate and practical actions that are being taken to save Mother Earth.

The event dovetails soon after the IOC was inducted into the UN Family as Permanent Observer to the UN General Assembly and at the time of the XIII Olympic Congress, the IOC resolved that sport should fully contribute to the debate by taking actions that would not be solely confined to the organisation of the Olympic Games.

The 2012 Rio Summit is particularly important to the IOC. Two major Olympic events, the 1<sup>st</sup> Winter Youth Olympic Games and the Games of the XXX Olympiad will take place in Innsbruck and London, respectively. Further down the road, Rio will host the FIFA World Cup, the World Military Games and the Olympic Games in 2016.

The 'Doha Environmental Debates' will provide the Olympic Movement with an unparalleled opportunity not only to rally the entire sporting world to an important cause, but also provide pointers to the IOC Executive Board and to the Olympic Family members during the 123<sup>rd</sup> IOC Session in Durban, South Africa (July 2011) on how sport is to play its full part.

The involvement of young people in the conference, to learn from an intergenerational platform, to speak for themselves, be heard and to participate in shaping the future role of sport in the environmental debate is another stroke of ingenuity on the part of the IOC Sport and Environment Commission. For many years, young people have been spoken for at events and at conferences by their older counterparts who postulated from past experience what they believed was good for young people and what concerned youth most.

The IOC decision to establish the Youth Olympic Games at which young people are totally empowered, has changed the rules of the game for ever. Young, educated, clear-minded and determined young people have made their appearances, first at the 7<sup>th</sup> IOC World Conference on Sport, Culture and Education in Durban last December and they will do so in Doha as well.

If their performance, zeal, and articulation during the Durban exchanges with the 600-plus audience is matched in Doha then the conference is promised not only an entertaining session but one that should make decision makers sit up and listen even more attentively.

In the same way that every subsequent Organising Committee of the Olympic Games raises the bar on environment and sustainability actions, the Qatar Olympic Committee has done so in organising the 9<sup>th</sup> IOC World Conference on Sport and Environment. It would have been simpler for QOC and the Government to avail resources needed to successfully organise the event. Instead there has been a steadfast commitment on the part of those involved in putting the conference together, a passion to showcase the successes of the country's own



---

environmental credentials. This conference is one class act that will be more than difficult to emulate, much less outclass.

---

## 2. RIO +20 and the IOC

### 2.1. Sport and Environment: A Natural Synergy

---

#### Background

*"...providing healthy and fulfilling lives for the current generation while entrusting to future generations the means to do the same"*  
(UNCED 1992)

In the last decade, a global discussion has emerged on the vulnerability of the planet's natural resources versus the growing needs of an exploding population. This green debate has for a long time circled within the corridors and exclusive domain of governments, scientists, economists and academics.

With the landmark gathering in Rio de Janeiro in 1992 and its outcome in the form of the UN Agenda 21, the importance of sport as a messenger in environmental governance was recognized. Since then, the sporting movement has opened pathways for action and contributed to the international community's far reaching agenda.

With the staging of the XVII Winter Olympic Games in Lillehammer, Norway in 1994, at which the environment was for the first time an important consideration in the organization of the Games, the IOC became an active partner in an original approach to the existing debate and a working collaboration in the form of an MoU was signed with the United Nations Environment Programme (UNEP). In that same year, environmental issues became the primary focus of the Centennial Olympic Congress in Paris where the IOC Sport and Environment Commission was established. In 1996, the IOC further committed itself to environmental governance by introducing the environment as the third pillar of Olympism alongside sport and culture and enshrining it in the Olympic Charter (Chapter 1, Rule 2, Para 13) and saw the publication of the Olympic Movement's own sustainability Agenda 21 in 1999.

Ten years after the 1992 Rio Earth Summit, the Johannesburg World Summit on Sustainable Development (2002), was held to monitor the progress in the implementation of Agenda 21. The Johannesburg Plan of Implementation (JPOI) emphasized the socio-economic dimension of the environmental debate and further focused on the integration of sustainable development objectives encompassing the reconciliation of environmental, social and economic demands.

To mark the anniversary and follow-up on the 1992 and 2002 summits, state and non-state actors will meet on 4-6 June 2012 in Rio.



**RIO+20**  
United Nations  
Conference on  
Sustainable  
Development

The preparatory process towards the 2012 Summit will include three official meetings of the Preparatory Committee of the UN Conference on Sustainable Development (UNCSD); two

meetings out of the three scheduled have already taken place in May 2010 and March 2011, respectively (see detailed information cited in the PrepCom Co-Chairs Summary under the subheading “Documentation and Resources”, <http://www.uncsd2012.org/rio20/index.php?menu=14>).

In regard to Rio +20 and the current emerging issues, the conference will address the themes of (i) a green economy in the context of sustainable development and poverty eradication and (ii) the institutional framework for sustainable development. The UNCSD Committee in turn identified and highlighted, among many others, the achievement of the Millennium Development Goals.

Pertaining to the above, the IOC has realigned all its social responsibility actions, such as humanitarian activities, education, and gender equality programmes, culture and development actions to support the achievement of the MDGs. But then, the IOC is only being true to its founding principles, among which is to place sport at the service of mankind.

The decision to grant UN Observer Status to the IOC (October 2009), enables the Olympic Movement to contribute and intervene robustly in the debate and to play a role in the preparatory phase leading up to Rio +20. Upcoming events to engage the IOC, its partners and the sporting movement include:

- 2<sup>nd</sup> International Forum on Sport for Peace and Development (Geneva - UN Headquarters, 10-11 May 2011)
- 123<sup>rd</sup> IOC Session (Durban, 6-9 July 2011) - awarding of the 2018 Olympic Winter Games
- 14<sup>th</sup> World Conference on Sports for All (Beijing, 20-23 September 2011)
- 1<sup>st</sup> Winter Youth Olympic Games - Innsbruck 2012 (13-22 January 2012)
- Third Preparatory Committee Meeting (Rio de Janeiro, 28-30 May 2012)



### 3. Sport and Sustainable Development

#### 3.1. IOC Actions

##### 9<sup>th</sup> World conference on Sport and Environment

The 9<sup>th</sup> World Conference on Sport and the Environment is a unique event, not least because the Olympic Movement will fully be examining its own contribution, not only to the debate on environment but



in tandem taking stock of its actions in the practical application of the environmental agenda both on the world stage of the Olympic Games and at national – off-the-radar contributions by NOCs. The conference is expected to craft an important statement which would clarify the Olympic Movement's position as the international community's partner of choice in the environmental debate. Doha is the last post in the process of consulting and informing relevant stakeholders within the sporting world of the IOC's commitment to promoting sustainable development and respect for environment in and through sport in preparation for Rio.

It is therefore instructive that the conference agenda includes among other the topical areas:

- How sport can meaningfully contribute to making the Rio +20 Summit a resounding success
- Ways of implementing the Olympic Movement's own Agenda 21 at global and local level
- The role of sport in achieving goal 7 (environmental sustainability) of the MDGs
- How to make sports events sustainable
- The role of Olympians in promoting respect for the environment
- Case studies of environmental solutions in the sport
- How young people may be better involved in the debate and be educated in environmental care through sport

The programmatic content of the Doha environmental debate is a seamless follow-up to the outcomes of the 8<sup>th</sup> World Conference on Sport and the Environment (Vancouver 2009). Two principal themes of the previous conference provided the contextual backdrop as stated in the Final Declaration<sup>1</sup>:

- The current economic crisis is global, affecting everyone. While the crisis presents additional challenges, it also provides unique opportunities in which environmental and sustainability matters*

<sup>1</sup> Annex 1 – Vancouver Conference Final Declaration



*must remain the highest priority. The economy and the environment are to be dealt with together to enhance environmental sustainability.*

*ii. The importance of involving young people in the world of sport is acknowledged by all. The IOC's emphasis on this is shown by the launch of the first ever Youth Olympic Games in Singapore in 2010, with a significant educational component, including a strong environmental content. Early exposure to the best sustainable development practices and appropriate education of future generations on environmental matters will have a lasting impact.*

The Vancouver Conference participants put forward the following specific conclusions and recommendations:

1. National Olympic Committees (NOCs) play an increasing role in ensuring continuous involvement of the sports world in sustainable development
2. International Sport Federations are critical to advancing sustainability within sports organisations around the world
3. OCOGs are a key source of innovation in the planning, delivery and legacy of sports facilities and events
4. Corporate sponsors of the Olympic Movement continue to play a valuable role in creating sports events which mutually benefit sport, the community and sponsors.

The above items are mirrored in the Doha conference programme with the active participation of governments, National Olympic Committees, Non-governmental Organisations, Organising Committees of the Olympic Games, SportAccord, the World Federation of the Sporting Goods Industry, World-wide TOP Partners and Youth Olympic Games participants.

A strong focus on youth as the leaders of tomorrow has developed in recent years and culminated in the organisation of the first Youth Olympic Games in 2010. In the conference, the empowerment of young people is further highlighted in the Closing Plenary Session as YOG Young Participants take the stage and share their views on the topic at large.

### 3.2. IOC Commission on Sport and Environment

**Mission and Activities**

As one of the outcomes of the Centennial Olympic Congress, "Congress of Unity", held in Paris in 1994, the IOC Sport and Environment Commission was established to define and spearhead the Olympic Movement's environmental conservation and sustainable development agenda. The composition of the Commission for 2011 is as follows:



<b>Chairman</b>	
HE Mr. Pál SCHMITT (Hungary)	
<b>Members</b>	<b>Members</b>
HE Sheikh Saud bin Abdulrahman AL-THANI (Qatar)	Ms Barbara KENDALL (New Zealand)
Dr Roland BAAR (Germany)	Mr Masato MIZUNO (Japan)
Mr Michel BARNIER (Belgium)	Mr Mamadou Diagna NDIAYE (Senegal)
Mr Andrés BOTERO PHILLIPSBORNE (Colombia)	Mr Theodore OBEN (UNEP)
Mr Tore J. BREVIK (Norway)	Mr Sunil SABHARWAL (USA)
Mr Enrico CARBONE (Italy)	Mr. Gideon SAM (South Africa)
Mr Josef FENDT (Germany)	Mr Luzeng SONG (P.R. China)
Eng Habu GUMEL (Nigeria)	Mr Shamil TARPISCHEV (Russian Federation)
Ms. Camilla HAUGSTEN (Norway)	Mr Efraim ZINGER (Israel)
Mr Johnson JASSON (Tanzania)	LONDON 2012 Representative
Colonel Hamad KALKABA MALBOUM (Cameroon)	SOCHI 2014 Representative
Mr George KAZANTZOPOULOS (Greece)	RIO 2016 Representative

Throughout the years, the Commission has been active in its capacity as a driver of issues related to environmental sustainable development. Since the last WCSE 2009, the Commission has undertaken numerous steps on policy making, from global to grassroots level:

- A follow-up of Olympic Congress Recommendations post Copenhagen (2009). Out of the 66 recommendations, Recommendations 19 and 36 refer specifically to the environmental domain.

Recommendation 19: The Olympic Movement fully embraces the importance of embedding the key values of environmental protection, development and sustainability within the Olympic ideals. As part of this commitment, all members of the Olympic Family should facilitate the delivery of a lasting sporting, environmental, and social legacy and the IOC should accelerate the integration of sustainability principles in the hosting of the Olympic Games, which will also help to safeguard their status as a premier event.



Recommendation 36: The Olympic Movement should engage in the widest possible way with international institutions to support and promote the delivery of the UN Millennium Goals and further such initiatives. The Olympic Movement is equally committed to the protection of the global environment and to forging closer relationships with the United Nations (UN) and all other institutions to respond to this moral imperative, particularly with regard to the key issue of climate change.

The President of the IOC has established working parties to provide a plan of implementation for the above and will report to the IOC Executive Board.

The Commission has equally addressed a number of other environment related issues:

- Earth Summit 2012: timely IOC intervention in regard to the Rio +20 process.
- Olympic Movement Agenda 21: A revised edition of the Olympic Movement's Agenda 21 publication – a proposed table of contents is being discussed in the annual 2011 commission meeting.
- 9<sup>th</sup> World Conference on Sport and Environment: Preparation for the successful delivery of this world conference.
- Regional Seminars: Regional activities in form of awareness raising and advocacy forums were conducted. A regional seminar for the Association of National Olympic Committees of Africa (ANOCA) was hosted by the NOC of Kenya and UNEP in collaboration with the IOC and Olympic Solidarity. The focus was the African Perspective and development of an Action Plan for the region.<sup>2</sup>
- Sport and Environment Awards: Winners for the 2<sup>nd</sup> edition of the IOC Sport and Environment contest will be awarded during the conference in Qatar and presented as shining examples for their innovative approach and social awareness in making sustainability a priority. In summary, approximately 50 candidatures from 34 participating countries were received from the five continents.

---

<sup>2</sup> Annex 2 – Nairobi Seminar Resolution 2010



## 4. Olympic Solidarity Support

### Grassroots Diffusion of Olympism

Olympic Solidarity offers National Olympic Committees (NOCs) a range of programmes aimed at athletes, coaches and administrators/managers as well as the promotion of Olympic values at national level in the field of sport and environment. Working on a quadrennial basis (2009-2012), the programme's primary aim is to encourage NOCs to implement environmental considerations in their policies, in their wider activities and to assist them to undertake specific actions in this field, using sport as a tool for sustainable development. NOCs are stimulated to develop their own tailor made initiatives which focus on nation-specific gaps and challenges within this field of activity. The Continental Associations are key players in driving such activities on a regional basis.

NOCs are demonstrating a particular interest in using sport to raise environmental awareness through campaigns, training, seminars and integration of environmental considerations in the organization of sports events. Moreover, it is positive to note that Olympic Solidarity has also received repeat requests from some NOCs, which is illustrative of long-term commitment.

The two examples provided below are examples of the type of projects being delivered and the innovative partnerships being developed on a national level.

*The **NOC of Indonesia** is currently developing an educational booklet aimed at enhancing athlete understanding of practical measures to protect the environment and reduce pollution/waste. The publication will be produced in English and the local language. Athletes are specifically targeted as they can serve as powerful role models and environmental ambassadors to promote the importance of safeguarding our environment to the general public, especially youth.*

*The **NOC of Montenegro** signed an MoU with a local NGO (inovativnost) and UNDP Montenegro to ensure sports events are organized taking into account environmental governance principles. Action plans were developed for a university tennis championship and a 'green run' (Eco Race), the first two 'green events' held in the country. In parallel, a 45 minute video educational video was also prepared for integration in the school curriculum and a media campaign took place to increase local awareness. In the future, the idea is to gradually extend these actions to other popular sports.*

Olympic Solidarity's support for IOC world conferences continues with 45 NOCs having been sponsored to participate in the Doha event.



## 5. The OCOGs and tangible progress

### 5.1. The role of the Organising Committees for the Olympic Games: Beyond the Event

<b>Overview</b>	<p>To translate the IOC's mission into concrete actions, many initiatives are taken by sport event organisers such as Organising Committees of the Olympic Games (OCOGs). The environmental bar is placed higher at each Olympic Games which creates a spirit of competition between subsequent host cities. This spirit of competition is enabling progress toward environmental awareness, creating a snowball effect, not only affecting host cities but also sports federations, and the surrounding business sector.</p> <p>The hosting of the Games as a catalyst for accelerating environmental improvements across the globe can be highlighted in the examples of past and upcoming Olympic Games.</p> <p>An ongoing process of improving environmental planning and implementation has been recorded in subsequent Olympic Games, such as Sydney, Torino, Beijing and Vancouver, to reference a few.</p> <p>At this point in time, it is no longer possible to engage in the bidding process for host cities without having in place a comprehensive plan for sustainable management of waste, water, and energy, green venue construction standards and an awareness of the ecological footprint.</p>
<b>Vancouver 2010</b>	<p>The legacy of the XXI Olympic Winter Games (Vancouver 2010) was communicated on December 17, 2010<sup>3</sup> at the occasion of the Vancouver Organising Committee of the Olympic Games' (VANOC) last Board meeting and in conjunction with its final financial and sustainability reports.</p> <p>VANOC's Global Reporting Initiative (GRI) assured Sustainability Report can be found on the following websites: <a href="http://www.2010legaciesnow.com/vanoc/">www.2010legaciesnow.com/vanoc/</a>, <a href="http://www.olympic.ca">www.olympic.ca</a>, <a href="http://www.olympic.org">www.olympic.org</a> and <a href="http://www.unep.org">www.unep.org</a>.</p> <p>The report is the fifth of five public sustainability reports compiled by VANOC between 2005 and 2010. The final report covers and documents VANOC's sustainability performance leading up to and through Games time as well as most of the decommissioning phase post-Games. Overall, the report shares the successes and challenges on the road to 2010, and tallies environmental, social and economic legacies of the Games' project.</p>

<sup>3</sup> Annex 3 – VANOC 2010 Sustainability Report News Release

**London 2012**

Sustainability continues to be an integral part of the planning for London 2012.<sup>4</sup> This covers the construction of venues and infrastructure, operational planning within the host city and in all departments within the Organising Committee. Particular focus within LOCOG has been on sustainable sourcing. This covers partner agreements, merchandise Licensees and suppliers which ensures sustainability requirements are embedded in all supply and licensing contracts.

A Venues Sustainability Strategy has been developed to support venue design and planning teams, with particular emphasis on sustainable sourcing of temporary materials and avoiding site-related environmental impacts. Sustainability outreach initiatives include the “Changing Places” and “Active Travel” programmes and elements of the “Get Set” education programme and the London 2012 “Inspire Mark” project.

London 2012’s efforts on ethical sourcing, carbon footprint, food, waste management and logistics among others are having significant influence on suppliers and the wider construction and event industries. Knowledge transfer and lessons from these initiatives will be an important part of the London 2012 sustainability legacy.

**Milestones reached**

- Second edition of London 2012 Sustainability Plan (*Towards a One Planet 2012*) published in December 2009
- 1<sup>st</sup> full Annual Report to GRI standard covering 2010, issued in April 2011
- Six Sustainability Partners signed up: EDF, BT, BP, GE, Cisco, BMW
- London 2012 Food Vision published and in December 2010 received the “Good Food on the Public Plate” award
- British Standard 8901, a Specification for a Sustainability Management System for Events awarded the London 2012 Inspire Mark
- Pre-Games Olympic Games Impact (OGI) report completed
- London Olympic Park construction is on track and the first complete venue (the velodrome) is recognised for its high sustainability standards

Independent assurance is provided across the whole programme by the Commission for a Sustainable London 2012. Their reports are available at [www.cslondon.org](http://www.cslondon.org). All CSL reviews during 2010 gave LOCOG and the Olympic Delivery Authority a ‘Green’ rating.

*The London OCOG report will provide more detailed information on current status and running programmes.*

---

<sup>4</sup> Annex 4 – Press Release: London 2012 1<sup>st</sup> Sustainability Report

**Sochi 2014**

The Sochi bid document included a full section on environmental stewardship and meteorology with specific environmental commitments, including carbon neutrality and ISO14001 certification.

By 2009, the Sochi environmental strategy was stipulated; in 2010 the actual action plan was further developed and at present brings together the different activities of the stakeholders engaged in the structural framework, each adding to the measurable goals that have been established.

One of the major changes that have been brought into the country is the Green Building Code. 'Green' construction practices have not existed in Russia previously and at present, have been introduced into the operational system through the Olympic Movement. The Green Building Code and Guidelines were implemented in 2009 and Sochi 2014 has achieved project- and country-wide green building awareness

A zero waste goal was one of the main commitments in the bid book which touches upon infrastructural issues and is operational in nature. An ambitious goal was targeted: 90% of all construction waste to be recycled; in this respect the OCOG refers to the Vancouver 2010 experience of domestic waste operations inside the event.

September of 2010 was marked with the publication of the 1<sup>st</sup> Environment and Sustainability Report 2007-2008 which presents a reflection of the joint efforts of organizers and other stakeholders to fulfill the obligations taken upon at the initial stage of the preparations for the Games in 2014.

An MoU was signed between the UNEP and Sochi 2014 which will serve to facilitate a close working relationship with the environmental experts of UNEP to review preparations for Sochi and build on international environmental best practices.

A series of conferences and visits will allow international experts to monitor and analyze key environmental indicators before and after Sochi 2014, especially in regard to the unique environment of the Krasnodar Region.

In addition, a cooperation exists in developing the Sochi 2014 Environmental Program Action plan in the four established dimensions:

- Games in Harmony with Nature
- Climate Neutral Games
- Zero Waste Games
- Enlightenment Games

*The Sochi 2014 OCOG report will provide more detailed updates and information of running programmes.*



<b>Rio 2016</b>	<p>Sustainability is well understood by the Rio 2016 Organising Committee and is taken into consideration in all planning aspects. An update on their activities since is provided below:</p> <ul style="list-style-type: none"><li>• Rio 2016 appointed their Sustainability Head in December 2010</li><li>• The IOC conducted an OGKM Sustainability initial briefing in February 2011</li><li>• A review of all sustainability bid commitments has been conducted with responsibilities and tasks having been agreed internally and amongst stakeholders</li><li>• Rio 2016 has completed the baseline study of the IOC's Olympic Games Impact (OGI) study (currently in Portuguese and being translated into English)</li></ul>
<b>Youth Olympic Games</b>	<p>The vision of the Youth Olympic Games (YOG) was to inspire young people around the world to participate in sport and adopt and live by the Olympic values. It was during its Session in Guatemala City in July 2007 that the IOC decided to create the new sporting event to educate, engage and influence young athletes inspiring them to play an active role in their communities.</p> <p><b>Singapore 2010: The 1<sup>st</sup> Summer Youth Olympic Games</b></p> <p>The first edition of the Summer YOG was held in Singapore in August 2010. The Organising Committee (SYOGOC) had set out to include a strong environmental component in the cultural and educational programme as part of the efforts to inspire young people around the world. It's primary objectives were two-fold: (i) to organise Singapore 2010 in an environmentally friendly, economically viable and socially responsible manner and (ii) to use Singapore 2010 as a platform to increase the general awareness of environmental protection and conservation amongst the local population and the international participants. SYOGOC actively sought to engage international guests and local communities to participate in Singapore 2010's effort to go green. Initiatives such as: Green Office Label, Towards a Litter-free Singapore, Living Green@YOV and Environmentally friendly Singapore 2010 venues were a part of their green thinking and practical actions.</p> <p>In addition, athletes had the opportunity to learn more about global issues through the involvement of several international organizations and UN agencies. Among others, UNEP participated in this matrix exercise and organised, within the context of the Culture and Education Programme (CEP) Global Issues, activities in the area of climate change, environmental care and bio-diversity.</p> <p><b>Innsbruck 2012: The 1<sup>st</sup> Winter Youth Olympic Games</b></p> <p>Following the success of the inaugural YOG in Singapore, Innsbruck 2012 will continue the legacy providing an innovative CEP. The multi-</p>



faceted programme will be based around six separate formats: Media Lab, World Mile, Sustainability, Arts, Competence and Youth Festival. The Sustainability Programme will include various excursions in the local area that will enable athletes to learn about the environment and sustainable development. Athletes will be able to go on “Exploration Journeys” which will give them the chance to explore the natural environment around Innsbruck and educate them about how to live hand-in-hand with nature in the fragile alpine location. The intertwining of sport and education will certainly be the “golden thread” in this first ever Winter Youth Olympic Games.

## 6. World-Wide TOP Partners

### 6.1. TOP Partner Sustainability Engagement

<p><b>Overview</b></p>	<p><i>“Without the support of the business community, without its technology, expertise, people, services, products, telecommunications, its financing – the Olympic Games could not and cannot happen. Without this support, the athletes cannot compete and achieve their very best in the world’s greatest sporting event” – Jacques Rogge, IOC President</i></p>  <p>The Worldwide TOP Partners are a valuable component in cultivating support and delivering on the Olympic Movement’s educational, cultural, youth and environmental initiatives. Their combined marketing savvy and commitment to helping the IOC and Organising Committees deploy solutions for an environmentally responsible approach on a global scale. This is happening in many different ways through the application of sustainability principles and practices vis-à-vis direct actions of environmental stewardship to achieve actual impact reduction and conservation.</p> <p>Efforts of TOP Partners supporting the IOC environmental agenda have been ongoing since 1994. Examples of such initiatives during the last Olympic Games include:</p> <p>Coca-Cola was committed to achieving its first-ever net carbon-neutral Games through a number of sustainability initiatives, including collecting 100% of the bottles used during the Olympic Torch Relay and Olympic Games for recycling. Coca-Cola also introduced the PlantBottle – made from up to 30% plant-based materials and 100% recyclable – and used 100% compostable beverage cups and lids. The uniforms for all Coca-Cola Olympic associates were also made from recycled PET bottles, using a total of 200,000 plastic bottles.</p> <p>Atos Origin helped VANOC achieve some of the Sustainability Performance Objectives for Environmental Stewardship and Impact Reduction by “designing for less” through smart design and procurement.</p>
------------------------	--



---

The technology partner operated 'eco-efficiently' by minimising consumption of energy and minimising waste. The Vancouver 2010 Olympic Winter Games were the first Games to widely deploy an online volunteer portal and for the first time an online Accreditation portal – considerably reducing paper consumption in contrast to previous paper-based systems.

General Electric's revitalisation of the ice rink in Robson Square provided a vibrant centre of activity for residents and visitors. GE Plaza was frequently cited as the top free activity for families during the Olympic Games period. A GE Water & Process Technologies membrane wastewater management system cleaned water from within the Vancouver Convention Center to irrigate a new, six-acre rooftop garden, among others.

Efficient transportation was provided by CP Rail, the Official Freight Provider, used GE Evolution Locomotive Engines, which reduce emissions by 40% and fuel use by 5% compared to previous locomotive engines. CP also used GE's Trip Optimizer – an advanced energy management system that reduces fuel use and emissions by up to an additional 10%. GE's Evolution Series Locomotives and GE's Trip Optimizer are products of *ecomagination*.

McDonald's joined VANOC's voluntary Carbon Partner Programme to help offset indirect carbon emissions. In addition, the three McDonald's Olympic venue restaurants were fitted with energy-efficient lighting and equipment, with the equipment being reused and recycled at McDonald's restaurants in Canada. McDonald's efforts were honoured with two VANOC 2010 Sustainability Star awards for waste diversion at the three Olympic restaurants and for the Legacy playgrounds project.

Panasonic ran various activities as part of its corporate environmental initiatives. Panasonic also offset 416 tons of carbon dioxide emissions from its technology operations at the Games, its hospitality guests' accommodation and transportation, and its Panasonic pavilion operation. In addition, using the long experience of Panasonic Kid Witness News (KWN) a hands-on video education programme – Panasonic acted as an Official Partner to co-sponsor the 'Do Your Part – VANOC Sustainability National Video Contest', together with the United Nations Environment Programme (UNEP) and the Government of Canada.

More information on TOP Partner contributions in past and current Games can be found on <http://www.olympic.org/marketing/documents-reports-studies-publications>.

---



## 7. Conclusion

### 7.1. Green Thinking of the Olympic Movement

<b>Olympic Contribution to the Green Debate</b>	<p>The reach and appeal of sport and the Olympic Games can help advance and support the global sustainability agenda. Due to the inherent nature of its core business the Olympic Movement is in the position of being a front runner and has a meaningful place at the Rio +20 Summit by providing important contributions to the outcome document and bring to the Green Economy thematic discussions, working examples and innovative solutions.</p> <p>A circular model of action has been referred to in defining sustainable development objectives. In turn, this is actively reflected in the delivery of major sporting events, as well as national initiatives at the local level. This process of sustainable development relates to: (i) sustaining natural resources (e.g. water stewardship, energy management, climate protection, ethical sourcing), sustainable jobs within the communal and industrial context, (ii) protecting the health of citizens and the planet's ecosystems, (iii) meeting a host country's international obligations, (iv) promoting equity, and (v) improving quality of life and wellbeing.</p> <p>The IOC is ready to enhance convergence between the different dimensions of sustainable development and stands ready to discuss how sport is championing the transition to a more sustainable economy and a greener society.</p>
---	---