



INTERNATIONAL
OLYMPIC
COMMITTEE

Report

PROGRESS REPORT

Sport, Environment and Sustainable Development

**8th IOC World Conference on Sport & Environment
Vancouver, Canada , 29-31 March 2009**

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International Olympic Committee



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1. INTRODUCTION

1.1. Current Status: Where are we now?

Snapshot



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The outcomes of the 7th World Conference on Sport and the Environment held in Beijing lived up to its thematic title, “From Plan to Action”. In close partnership with UNEP, Beijing’s Green Olympics Commitment were successfully met in, among others, their implemented actions for environmental technologies, policies and ozone layer protection, promotion of environmental education and awareness. Beijing will be the first Host City to prepare a comprehensive and quantified study on the environmental impact of the Olympic Games. The OGI Audit will be delivered by BOCOG in 2011.

The momentum created during the 2007 World Conference on Sport and Environment continues to withstand the economic downturn. The IOC’s sport and environment agenda has re-doubled its efforts to promote environmental sustainability and eliminate the barriers to providing education and service in order to deliver a harmonious co-existence of mind, body and environment.

With the underpinning theme of “Innovation and Inspiration - Harnessing the Power of Sport for Change”, the 2009 World Conference dovetails in perfect synchronisation with the agreement reached in Beijing to support diversification of energy sources and supplies, secure our energy infrastructure, speed up development of new lower-pollution and lower-carbon technologies, and accelerate investment to establish a high level dialogue on climate change, biodiversity loss and air pollution.

Caring for the environment has become an important part of the work of the Olympic Movement. As expressed by the IOC President, “If sport events and activities are not planned and managed carefully, they can cause degradation of the natural environment. Equally important is the collective responsibility of those involved in sport to ensure that athletes and sport participants are able to train and compete in clean and healthy conditions.”

Sport and environment have become a full-time activity area, with initiatives and projects implemented worldwide. National Olympic Committees (NOCs), Olympic Games Organising Committees (OCOGs), International Federations (IFs), athletes, TOP Partners are all stepping up to the challenge and recognising their collective responsibility to protect the environment and promote a legacy of sustainability for future generations.

The environment continues to emerge on the global stage as illustrated by:

- awarding of the 2007 Nobel Peace Prize to the Intergovernmental Panel on Climate Change (IPCC) and Al Gore for “their efforts to build up and disseminate greater knowledge about man-made climate change; and to lay the foundations for the measures that are needed to counteract such change”. This is the second time that the award has been given with “environment” in mind. The first having been awarded to Kenyan

environmentalist Professor Wangari Maathai in 2004;

- the IOC being awarded the UNEP Champions of Earth Award alongside Al Gore, who went on to win the Nobel Peace Prize;
 - UNEP Report on the Beijing 2008 Olympic Games. The final environmental assessment was released during the UNEP Governing Council meeting in Nairobi;
 - ongoing Olympic Movement's Agenda 21 activities on national and regional levels.
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2. Beyond Beijing

2.1. World Conference on Sport & Environment

2.1.1. From Beijing to Vancouver

7th World Conference



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Key recommendations coming out of the 7th World Conference on Sport and the Environment (25-27 October 2008, Beijing) included:

- (i) encourage all Olympic Games applicant and bid cities to demonstrate the ability to hold a carbon neutral Olympic Games, and host cities to implement policies and actions which achieve this objective;
- (ii) also encourage sports federations to develop technical rules which balance their sports requirements with environmental considerations, taking into account local conditions and the need to have durable customised legacies from sports events;
- (iii) urge sports organisations at every level to use and distribute existing expertise and tools including case studies, IOC guides and technical manuals- in order to maximise the sustainability and positive environmental effects of the actions;

- (iv) call for the policies and actions adopted, and lessons learnt, through the organisation of sports events to be replicated wherever possible, providing a catalyst for sustainability and a reversal of environmental degradation and to maximise lasting legacies for the wider community;
- (v) also call on all members of international and national sports communities to transform concepts, ideas and opportunities into real, practical actions to ensure sustainable and ecologically responsible sports events and activities.

8th World Conference

Building on the success of previous Organising Committees, the Vancouver 2010 Organising Committee, in close partnership with the United Nations Environment Programme (UNEP) are well on their way to taking environmental and sustainability considerations to the heart of the Olympic project.

The list of speakers is impressive and features representatives from the sporting family, UN bodies, Worldwide TOP Partners, civil society, active and retired athletes, the IOC



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international sports federations and the world of business and politics. The conference promises to be highly interactive with the armchair dialogue design and flow, addressing among others the following hot topics and trends:

- Current economic crisis and impact on environmental progress
- Climate leadership
- Innovative sport facilities
- How sport is embracing environmental responsibility
- The power of sport to initiate change
- Reaching youth the leaders of tomorrow
- Corporate responsibility

2.1.2. IOC Commission on Sport and Environment

Mission Statement

The Centennial Olympic Congress, Congress of Unity, held in Paris in 1994, recognised the importance of the environment and sustainable development. This led to the following addition in the Olympic Charter to the Mission and Role of the IOC: 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“(ref: Chapter 1, Rule 2, Paragraph 13).

The IOC has acknowledged its particular responsibility in terms of promoting sustainable development, and regards the environment as the third dimension of Olympism, alongside sport and culture. In order to effect this acknowledgement and to ensure follow-up, the IOC created a Sport and Environment Commission.



The Commission's role is to advise the IOC Executive Board on what policy the IOC and Olympic Movement should adopt in terms of environmental protection, the IOC programmes and activities in this field.

The Commission has been chaired by Dr. Pál Schmitt since its inception and is composed of IOC members along with representatives of International Federations (IFs), National Olympic Committees (NOCs), Organising Committees of the Olympic Games (OCOGs), athletes, the Paralympic Movement and individual experts. It meets once a year.

Chairman Mr. Pál SCHMITT	
Members Dr Roland BAAR Mr Michel BARNIER Mr Andrès BOTERO PHILLIPSBOURNE Mr Tore J. BREVIK Mr Enrico CARBONE Ms Yaping DENG Mr Josef FENDT General Zoumaro GNOFAME	Mr Johnson JASSON Colonel Hamad KALKABA MALBOUM Mr George KAZANTZOPOULOS Mr Masato MIZUNO Mr Mamadou Diagna NDIAYE Mr Sunil SABHARWAL Mr Shamil TARPISCHEV Mr Efraim ZINGER

Annual Commission Meeting

The 2009 Sport and Environment Commission are meeting in Vancouver to review outstanding issues and summarise the progress made to date. The meeting is taking place against the backdrop of the 8th World Conference on Sport and the Environment and the recent launch in Nairobi of the Final Environmental Assessment of the Beijing 2008 Olympic Games by the United Nations Environment Programme (UNEP).

It is not by coincidence that the Commission's meeting and the conference are taking place in step with the visit of the IOC's Coordination Commission for the XXI^{es} Olympic Winter Games. The Commission will be hearing from VANOC about its progress in key areas and it can be assured that issues related to the environment will be addressed.

Other matters that are being discussed and followed up by the Commission:

- **NOC Case Studies**

Following the recommendation by the Commission at the last meeting, the full document containing NOC Case Studies have been published on the NOC Extranet as a sub-section to Sport and Environment Commission (http://www.cno-noc.olympic.org/e/dept/noc_files/ioc_sport/index_e.html). In addition, an embedded link on the Extranet homepage under Highlights will be made available to ensure broader exposure. For the Conference, an IOC Focus publication was created under the title of "Growing green through sport" further underlining the important role National Olympic Committees (NOCs) have on a grassroots level. Five NOC examples (i.e. BDI, CRC, FIN, INA, SVK) showcasing best practices in the field of sport and environment has been included. This IOC publication will be disseminated to conference delegates.

- **IOC Environment Award**

The Commission-inspired inaugural IOC Award for Sport and Environment will be presented on the first day of the Vancouver conference. The specially-designed trophy will be given to each of the five winners, representing the continents of Africa, America, Asia, Europe and Oceania.



The entries from around the world showed not only the involvement of sport in driving the environment agenda, but the importance of its contribution. The Commission's hope is to enhance the level of competition by ensuring that there are stronger links between sport and relevant civil organisations.

Each and every one of the entries presented challenges to the Commission's jury in that they were deserving of the award. The projects were carefully considered for their real-time application. The award ceremony will in the future be a prominent feature of the world forum.

- **9th World Conference on Sport and Environment**

Invitations for "bids" to host the ninth world conference have opened early this time in order to give the upcoming Organisers the necessary lead time for preparation. The next conference will be held in September 2011. Several inquiries and expressions of interest have been made to the IOC. The Commission will make the final decision in due course.

3. IOC and UNEP Partnership

3.1. Beijing 2008 Olympic Games – Final Environmental Assessment

The Report



With the completion of the UNEP-commissioned Independent Environmental Assessment report of the 2008 Beijing Games, the baton has officially passed onto Vancouver. The report launch took place on 18 February 2009 in Nairobi at the UNEP Governing Council meeting. The report is a seminal document for the IOC as all key environmental areas are covered and will be a perfect starting point for the conference.

The report compares Beijing's environmental commitments contained within the 2000 bid to their actual outcomes at the finish line in 2008 and concludes that the majority of the commitments were met, even exceeded in some cases. The recommendations are directed at the Beijing Municipal Government, the IOC and future Organisers.



The report makes several direct recommendations, among them:

- (i) Promotion of water management strategies/technologies;
- (ii) Investment in new and innovative approaches in energy efficient design and technologies. It is stated that the IOC should encourage future host cities to invest in new and innovative approaches in energy efficient design and water-saving technologies, and to adopt mandatory purchasing policies for Games-related construction materials;
- (iii) On climate neutrality, UNEP offers to assist the IOC and other sport organisations to compile standards to address this issue.
- (iv) Selection criteria for future sponsors and OCOG national partners should include mandatory or baseline environmental requirements. Future OCOGs should develop mandatory environmental guidelines for suppliers, merchandisers, caterers and accommodation.

The report points out that current OCOGs, VANOC and LOCOG, have been pro-active in the majority of the key areas with very good results to date. These two Organising Committees have set the environmental - sustainability bar very high and the risk going forward could be a perceived drop in standards with subsequent Organisers.

The department will work in conjunction with the Olympic Games department to communicate with UNEP on IOC deliverables in regard to above recommendations.

4. OLYMPIC SOLIDARITY SUPPORT

4.1. World Programmes

Overview

Olympic Solidarity offers National Olympic Committees (NOCs) a range of programmes aimed at athletes, coaches and administrators/managers as well as for the promotion of Olympic values at national level in the field of sport and environment. Within this last area, a specific "Sport and Environment" programme was developed in cooperation with the IOC Sport & Environment Commission. During the 2009-2012 quadrennial plan, the programme's primary aim is to encourage NOCs to implement environmental considerations in their policies as well as in their wider activities and to assist them to undertake specific actions in this field, using sport as a tool for sustainable development. It is hoped that this support will help NOCs to adopt a more strategic, long-term approach in this area, although it is recognised that the expertise of national institutions or organisations specialised in the field may be required.



NOCs can therefore receive a contribution towards the organisation of initiatives at national level such as campaigns and educational activities linking environmental awareness with sport and/or involving the world of sport (e.g. athletes, Olympic movement, National Federations, clubs); clean up campaigns focusing on sport venues/facilities, national seminars. Projects integrating



environmental aspects within sports events or within the setting up/maintenance of sports infrastructure (e.g. environmental audit, green guidelines for sports events or specific sports, transfer of knowledge, research and publications, training) are also supported.

Finally, the programme also includes assistance to selected NOCs towards participation in the IOC Sport and Environment World Conferences (based on the selection of Continental Associations) and IOC Regional/Continental Seminars.

Furthermore, the Olympic Solidarity annual report 2008 was presented to the IOC Commission for Sport and Environment during this year's meeting in Vancouver. 2008 was the last year of the Olympic Solidarity 2005-2008 quadrennial plan. Therefore, Olympic Solidarity carried out an internal and external evaluation at world and continental levels with the objective of shaping the plan for the next quadrennial (2009-2012). Emphasis is being placed on NOCs adopting a more strategic, long-term approach in the field of sport and the environment enabling them to diversify their activities and maximise the impact of actions put in place.

4.2. IOC Regional Seminars on Sport and Environment

4.2.1. Grassroots agenda and activities

Sport and Environment Seminars

The Department of International Cooperation and Development of the IOC and Olympic Solidarity, in collaboration with the IOC Sport and Environment Commission has through the years organised regional forums on sport and environment. These are tailored to cater to the specific issues related to the particular regions. Partnership with UNEP has also provided critical support and brought added value.

The forums act as a positive catalyst as they provide a platform for NOCs to exchange ideas and learn ways in which sport can play an effective role in supporting national environmental institutions and their governments. Broadly, the forums are meant to achieve the following objectives:

- **Advocacy:** Generate greater awareness of environmental and sustainable development issues and the links with sport;
- **Information sharing:** Increased knowledge on actions of sporting community, model projects, potential financial resources and partners. Greater uptake of Olympic Solidarity sport and environment funding available to NOCs;
- **Encourage networking:** Further partnerships between sporting and environmental linked organisations;
- **Development of action plans:** Identification of action plans and defining implementation processes.

Participants are required to commit to:

- prepare sport and environment action plans for their NOCs, that address the environment in its wider interpretation (encompassing sustainability, gender equity, human development, etc.) specifically targeting youth, athletes and the media;
- utilise the Olympic Solidarity Sport and Environment programme by submitting sport and environment projects to be implemented in their

respective countries and especially in cooperation with national sports organisations;

- ensure that all national, regional and continental games are held under environmentally sustainable conditions.

Incheon, Korea
“From Plan to Action in Asia”

Early last year, the Korean Olympic Committee and the city of Incheon hosted a regional seminar for Asian countries.



Delegates from 26 National Olympic Committees: Bangladesh, Brunei Darussalam, China, Hong Kong, Indonesia, Japan, Jordan, Korea, Kyrgyzstan, Lao People’s Democratic Republic, Lebanon, Malaysia, Mongolia, Myanmar, Nepal, Oman, Pakistan, Philippines, Qatar, Sri Lanka, Saudi Arabia, Singapore,

Syrian Arab Republic, Tajikistan, Chinese Taipei and Vietnam with IOC Sport and Environment Commission Chairman, Dr Pal Schmitt, Mr Masato Mizuno, Member of the IOC Sport and Environment Commission, Mr Mahesh Pradhan, United Nations Environment Programme (UNEP), Regional Affairs Officer, gathered to encourage in Asia, the development of actions for sustainable development in and through sport.

“You must be the change you wish to see in the world”

Mahatma Gandhi

The seminar delegates agreed to set up national working groups/sport and environment commissions where appropriate. They committed to return home and make recommendations for their NOC to promote sport and environment through education, clean and green sport events, awareness raising campaigns, seminars, tree planting, clean up campaigns, posters, competitions, Olympic Day celebrations and eco tours with partners in the sport community and beyond.

The key target groups will be NOCs and associated sports organisations, national federations and sports clubs, Government Ministries, the media, NGOs, sport leaders, physical education teachers, coaches, community leaders, volunteers and sponsors.

The delegates agreed to involve athletes, using the emotive “athlete-fan” effect, to educate children and youth and raise community awareness through media about the importance of environmental sustainability and its links to achieving peace and human wellbeing.

The many major world/regional sport events to be held in Asia were highlighted as prime opportunities to showcase “green” events and to disseminate strong sport and environment messages.

The seminar recognised both the similarity and diversity of the countries present, the importance of remaining in contact and exchanging information and experiences on a regional basis.

Medellin, Columbia

The context of the regional seminar for Latin American countries which was held in Medellin, Columbia stemmed from the Beijing Communique adopted at the 7th World Conference on Sport and the Environment to encourage sustainable development practices at the grass-roots and local level. In cooperation with the Colombian National Olympic Committee, the City of Medellin and UNEP, the forum’s objective was to address specific issues, problems and ideas on environmental care and sustainable development as they relate to this specific sub-continent.

Delegates from 16 NOCs and organisers of the 2010 South American Games, and Columbian sport, environment and sustainability experts attended.



5. OCOGs stepping up to the Challenge

5.1. Organising Committees for the Olympic Games

**Vancouver
2010**



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Olympic and Paralympic Games photography © Getty Images

Within their environmental stewardship and impact reduction commitments, Vancouver 2010 is addressing the current pressing issues of: climate change, environmental conservation, labour shortages, ethical sourcing, global economic uncertainty and the need to deliver opportunities and benefits for people who might not typically benefit from a “mega-event” such as the Olympic Games and Paralympic Winter Games.

Milestones reached:

- Continued execution of training, employment and economic initiatives for priority groups (inner city, urban Aboriginal, people with disabilities, new immigrants);
- 2nd Annual VANOC Corporate Sustainability Report ranked in top 20 corporate accountability reports in North America;
- Launch of Sustainability Star Innovation recognition program (for sponsors and partners);
- Public Release of 3rd Annual VANOC Corporate on Sustainability Performance
- Finalised World Conference on Sport and the Environment (WCSE) programme.

Vancouver OCOG Report will provide more detailed information on current status and running programmes. VANOC will be represented by: Donna Wilson, EVP, People and Sustainability and Ann Duffy, Corporate Sustainability Officer.



**London
2012**

The London 2012 sustainability plan, "Towards a One Planet 2012" has been developed as a framework for how London 2012 and its partners intend to address the issue of environmental protection and sustainability.



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The approach is programme-wide and incorporating representation

from all facets of the organisation. The five priority themes are: (i) climate change, (ii) waste, (iii) biodiversity, (iv) inclusion and (v) healthy living.

London's early-on delivery of such a comprehensive and integrated sustainability programme within the project life-cycle will allow the environmental agenda of the IOC

and specifically the organizing committee to address new issues and develop ground-breaking initiatives.

Milestones reached:

- Released first annual progress report on the London 2012 Sustainability Plan;
- Released the London 2012 Sustainable Sourcing Code;
- Released Sustainability Guidelines for corporate and public events;
- Conducted a Sustainability Conference to promote exchange and foster inclusivity and ownership amongst stakeholders.

London OCOG Report will provide more detailed information on current status and running programmes. LOCOG will be represented by David Stubbs, Head of Environment and Sustainable Development.

**Sochi
2014**

Sochi 2014 has heeded the call by the IOC President for a collective effort and involvement of the entire Olympic Family to advance practices and solutions that protect the environment and promote a legacy of sustainability. In July 2007 during the Olympic Congress in Guatemala, the IOC awarded to the Russian Federation the 2014 Olympic Winter Games in Sochi. Their bid document included a full section on environment and meteorology with specific environmental commitments, including carbon neutrality and ISO 14001 certification. In February 2008, an invitation by the government of the Russian Federation was extended to UNEP to discuss supporting efforts to green the 2014 Games. UNEP focused its attention on the sensitive environmental locations of some mountain venues which are to be built in areas of the Sochi National Park and close to the Caucasus Biosphere Nature Reserve.

Milestones reached:

- Review and finalisation of SOCHI 2014 Environment Strategy
- Implementation of environmental workshops to be conducted throughout 2009
- Working with venue design and construction on green construction guidelines to be incorporated into planning

Sochi 2014 OCOG Report will provide more detailed updates and information of running programmes. Sochi will be represented by Natalia Onishchenko, Advisor on Ecology to the Vice President of SOCHI 2014 Organising Committee.



6. World-wide Partners

6.1. Olympic sponsors' environmental commitments

TOP Priority

Since the 1994 Olympic Games in Lillehammer, corporate partners have played a pivotal role in furthering the IOC's environmental agenda in a Games context. Olympic sponsors have lent their expertise, skills and solutions to assist the Olympic Movement in "Greening the Games". Today, with their innovative solutions, analytical perspective and marketing savvy, Sponsors, in tandem with the IOC, aim to maintain their leadership role on the issue of environmental sustainability.

In the stride of minimising the environmental footprint of the Olympic Games and serving as a model for their respective industries, sponsors are focusing on areas in which they have the most significant opportunities to make a difference. A few examples of partner-related initiatives in this area include:

- **Coca-Cola** – water stewardship, sustainable packaging, energy management and climate protection. Prior to conference kick-off, Coke will issue an announcement of their corporate green plan (i.e. carbon and waste management/recycling);
- **General Electric** – energy efficient LED, advanced membrane-filtered wastewater treatment system, natural gas combined-cycle turbines, solar-powered high efficiency lighting;
- **McDonald's** – HFC free technology;
- **Panasonic** – incorporating PVC and BFR-free materials in manufacture of electronic products ranging from audio-visual equipment and high-definition televisions to large screen displays and camcorders;
- **Samsung** – incorporating PVC and BFR-free materials in its wireless technology.

7. The IOC's On-going Dialogue

7.1. Hot topics and trends

Going Forward

Alice in Wonderland: 'Would you tell me, please, which way I ought to go from here?'

The Cheshire Cat responded: 'That depends a good deal on where you want to get to,'

Under the leadership of the IOC Commission on Sport and Environment and with the support of the concerned internal departments (Olympic Games and International Cooperation and Development), as well as external partners such as UNEP and Olympic Family stakeholders, the IOC is maintaining a finger on



the pulse of sustainable and environmental issues. It is foreseen to build synergies and interlinkages as follows:

- Support the new global climate agreement in Copenhagen with the expected outcome of a serious emission reduction commitment;
- Study the implication of the current global financial crisis and what is being done to remediate and its impact on the environment. Many of the economic recovery plans/stimulus packages announced by governments includes budgetary implications of billions of dollars for renewable resources;
- Build creative collaborations on via a cross-lateral forum (e.g. Commission on the Status of Women (CSW) where there is a discussion on “Equal Sharing of Responsibilities in Adapting to Climate Change: A Challenge to Gender Inequality”;
- Continuity of the IOC’s Agenda 21 initiatives and emphasis on social responsibility; and
- Challenge the youth to commit to sustainability and utilisation of the Youth Olympic Games as a conduit for such.