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2011 IOC Sport and Environment Award Winners

The award was established to recognise and celebrate the achievements of individuals, groups and organisations within the Olympic Movement that have advanced environmental efforts and projects within their communities. Winners of the 2nd edition of the Award were selected from among 43 candidatures from 34 participating countries on the five continents.

Cape Town – Host City of the 2010 FIFA World Cup™

Under the motto “Green Goal Initiative,” 2010 FIFA World Cup Host City Cape Town implemented 41 environment-friendly projects in nine thematic areas during the tournament:

- energy and climate change
- water conservation
- integrated waste management
- responsible tourism with a focus on integrated rapid transit to encourage fans to use public transport or non-motorised transit to reach the venues
- indigenous landscaping and tree-planting initiatives
- “green” buildings
- sustainable lifestyles
- environmental education
- environmentally responsible approach within the framework of a major sports event

Japan Swimming Federation (JASF)

The JASF is active in promoting at the grassroots level the relationship between sport, the environment and sustainable development. Supporting actions include minimised paper use; effective use of an integrated communications approach using technology to convey paperless competition- and non-competition-related information; and the engagement of young athletes in clean-up campaigns, with a built-in reward system to ensure continuity.

Medellin, Host City of the IX South American Games 2010

2010 South American Games Host City Medellin incorporated a host of sustainable management principles with regard to venue construction, ethical supply chain management, sustainability-focused business partners, and carbon offsetting in the form of public transport systems. Among the environment-friendly initiatives undertaken for the event, organisers implemented a solid waste management programme and created a green belt by planting approximately 8,000 plants and trees in the area.

National Olympic Committee (NOC) and Sports Confederation of Denmark

The National Olympic Committee and Sports Confederation of Denmark has been in the driving seat on environmental issues in sport since 1983. Its main focus is on several sectors within the sport industry, including facilities, event organisers and federations. To this effect, the NOC has produced guidelines, handbooks and certification systems that are

applicable to various sports and localities. These practices have the ability to positively impact sustainability and sport on a global scale.

Marshall Islands National Olympic Committee

There is a deficiency of public awareness and educational resources in the Marshallese language, and the Marshall Islands National Olympic Committee recognised that increased awareness and education were the necessary first steps to tackling environmental issues such as the degradation of coral reefs and associated industries such as fisheries. The NOC delivered a strong educational awareness programme that used a Marshallese language tutorial resource and popular local celebrities as environmental messengers. Other Pacific island countries have shown interest in replicating the project in their own communities.