



INTERNATIONAL
OLYMPIC
COMMITTEE

FOCUS

SPORT AND THE ENVIRONMENT

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Changing Today for a Better Tomorrow

“Satisfying the needs of the present generation without compromising the chance for future generations to satisfy theirs.” Our Common Future, The Bruntland Commission Report, 1987

The 10th edition of the IOC World Conference on Sport and the Environment is being held in Sochi from 30 October to 1 November 2013 under the motto “Changing Today for a Better Tomorrow”. The title directly mirrors the Olympic Movement’s own emphasis on building a better world through sport for the benefit of future generations, knowing that every positive change, no matter how small, made today will directly profit the young people of tomorrow. This year’s winners of the 3rd IOC Sport and Environment Awards are prime examples of how action taken at the community level can initiate broader behavioural changes and lasting legacies for environmental protection.

The Conference, bringing together key players from the Olympic Movement, governments, the UN system, academic institutions and NGOs, is an excellent forum to present and discuss such practices. For many years, the environmental initiatives in sport that produce the best results have been those involving partnerships at all levels. In the last 20+ years, the actions of the Olympic Movement have been driven by the impact that a degraded environment can have on sports and athletes, and by the impact that sport can have on the environment. Last year’s United Nations Conference on Sustainable Development (UNCSD), better known as Rio+20, was a defining moment on the global sustainability agenda, with a renewal of the sporting community’s long-term commitment to sustainable development. The 10th IOC World Conference on Sport and the Environment comes at an opportune time to turn this commitment into action for a better tomorrow, with the award winners being a source of inspiration.



With only a few months to go before the start of the Sochi Olympic Winter Games, leading experts from the Olympic Movement, governmental and non-governmental institutions and the United Nations will meet in the Black Sea city for the 10th edition of the IOC World Conference on Sport and the Environment. They will exchange their knowledge under the motto “Changing Today for a Better Tomorrow”, a maxim

that directly mirrors the Olympic Movement’s own emphasis on building a better world through sport for the benefit of future generations. We should all feel inspired, knowing that any positive change we can make today will directly profit the young people of tomorrow. The 10th IOC World Conference on Sport and the Environment has the potential to once again deliver exciting new ideas, strategies and partnerships for environmental sustainability in and through sport.

IOC President Thomas Bach



10th EDITION
**CHANGING TODAY
FOR A BETTER TOMORROW**
30 October - 01 November 2013 SOCHI, RUSSIA

The 3rd IOC Sport and Environment Awards



“Don’t be daunted by how much there is to do. Just do what you can. If we all did that, it will make a huge difference.” – Wangari Maathai, 2004 Nobel Prize Winner

First introduced by the IOC Sport and Environment Commission in 2009, the awards serve to acknowledge and encourage the implementation of good environmental practices in the field of sport. Every day in communities around the world, individuals, groups and organisations are doing outstanding work protecting the environment for future generations. These awards are for them. Their work is for everybody.

The Continental Winners of the 2013 IOC Sport and Environment Awards

AFRICA

Kenya Rowing and Canoe Association (Tudor Water Sports Marina) Kenya

The initial project of realising a regional rowing and canoeing training centre by the Kenya Rowing and Canoe Association has, over the years, evolved into a broader environmental initiative by regenerating the area surrounding the centre. Since 1995, the national training and boat storage facility of the Association has been situated on riparian land near Tudor Creek and was surrounded by a long-time neglected and degraded strip of land. In partnership with Tudor Water Sports Marina, the Kenya Rowing and Canoe Association launched an initiative to transform the area back to its original function as a public park facility, including the re-planting of indigenous trees and clean-up operations of land and sea by locals, coinciding with international celebrations of environmental awareness such as World Water Day and World Environment Day as well as Olympic Day. The strong involvement of the local community resulted in increased participation of young people in the water sport training programmes – a huge added value for the Kenya Rowing and Canoe Association.

AMERICAS

Clean Air Champions (CAC) Canada

Clean Air Champions (CAC) is a Canadian charity based

in Ottawa, Ontario. The organisation was established and is being run by sports persons and experts in the fields of sport and environmental sciences. The CAC recognises the role of sport in promoting active, healthy lifestyles while contributing to environmental sustainability. By focusing on Air, Water and Healthy Living as the three main pillars of their educational programmes, the CAC has directly reached over 225,000 youth between the ages of 10 and 18 in the past 13 years. The grassroots outreach has been driven through seminars, educational programmes and in-the-field initiatives delivered by the Canadian National Team, Olympic and Paralympic athletes. The CAC has also created national curriculum-connected programmes for schools, local communities and workplaces to raise awareness and inspire Canadians to take action to live in a more sustainable manner. By sharing knowledge and actions to foster a national culture of sustainability, the CAC continues to inspire the next generation of Canadians to live more actively and thereby embrace more sustainable lifestyles.

ASIA

Sport and Environment Commission, National Olympic Committee of Iran (Tochal Mountain Park) Iran

The sustainable development of sport in new locations within the framework of good environmental practices is the engine of the Tochal Mountain Park project, initiated by the Sport and Environment Commission of the National Olympic Committee of Iran. To mitigate the environmental and

urbanisation issues around the capital city of Tehran and with the end objective to increase engagement in sports activities, key sites and locations in this northern heights and mountain valleys have been selected as new areas for physical activity. Respect for the environment has been an overlaying principle throughout the project. Whilst one of the project objectives is to provide a safe and clean environment for recreational activities for all age groups, the area also represents interesting characteristics as a high altitude training site due to its geographic location (1,700 to 4,000 metres). From an educational point of view, the project strives to increase public awareness about sport and environmental issues.

EUROPE

Sport and Environment Commission, National Olympic Committee of Serbia (Ada Ciganlija Lake) Serbia

The Olympic Committee of Serbia, through its national Commission on Sport and Environment, took the initiative to create awareness of the vulnerability of natural ecosystems by running several clean-up operations of the Ada Ciganlija Lake with local partners such as the Divers Association of Serbia, the European Union (EU) delegation to Serbia and the Secretariat for Environmental Protection of the city of Belgrade. The project has the motto “Think Globally, Act Locally” at its heart, and has been designed at engaging youth. The campaign stimulated the participation of the local sporting community to collect underwater waste from the lake, which has a unique ecosystem creating a

natural oasis in a busy urban area. The lake also functions as a touristic and leisure driven area for its inhabitants. The amount of waste collected during the different operations has been used as an indicator of progress of the project, while the importance of recycling is a further educational message that is being communicated. A good example of a local initiative resulting in sustainable behavioural changes!

OCEANIA

Sustainable Coastlines and Papua New Guinea Olympic Committee Inc (Go Green: Love Your Coast) Papua New Guinea

The Athletes’ Commission of the Papua New Guinea Olympic Committee (PNGOC) teamed up with the New Zealand-based NGO, Sustainable Coastlines, to establish the “Go Green: Love Your Coast” environmental programme. The project aims to raise large-scale awareness about environmental challenges faced by communities as a result of the impact of non-biodegradable waste and to initiate engagement on how to look after fragile coastlines and waterways. A mainstay of the programme is the role model function of athletes who inspire young people to look after their local environment through simple, hands-on educational solutions which effectuate behavioural change. The project empowers athletes in areas such as public speaking, event logistics and budgeting to benefit them in their chosen careers during or after their sporting lives, and gains additional momentum in the light of the upcoming 2015 Pacific Games.