International Olympic Committee

Sport, Environment and Sustainable Development

Progress Report

A Review of IOC Policy and Activities
2003-2005

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Chapter 1

Introduction

A Review of Activities 2003-2005

The importance to which the Olympic Movement attaches to environmental issues is demonstrated by the promotion over the past few years of a programme to educate NOCs around the world on the role sportspersons and organizations should or could play in national and international initiatives. Environmental issues have graduated from being a land preservation and conservation exercise into a global one dealing with the very survival of humanity.

Environmental protection has become everybody’s business which requires that the sporting community, with its easy reach of the cross section of mankind, contribute to seeking solutions to this threat and participate in preservation efforts. The IOC considers environment as one of its three dimensions. Olympic Games candidate, bid and organising cities are now more that ever required not just to pledge their support for international environmental programmes but are required to indicate their strong willingness to development, adopt and apply relevant actions.

Recently, and thanks to UNEP, bid cities for the 2012 Games of the Olympiad went out of their way to place environmental issues at the top of their bid agendas. All the five bids were strong in that respect and the winning bid of London will certainly have gotten a boost from its land regeneration plans. Just last month the IOC held a day-long seminar for potential bid cities for the 2014 Games. Strong presentations were made on environmental issues and a clear message was delivered, that bid cities will ignore environmental issues at their own peril.
Protection of the Environment at Olympic Games

Greening the Games and Long-term Legacies

From the beginning of a city’s desire to stage an Olympic Games, through to the long-term effects of those Games, environmental protection and, more importantly, sustainability, are prime elements of Games planning and operations.

Olympic Games are above all about sport and the athletes, but they can bring several important environmental outcomes if they are planned, managed and conducted in a way which minimizes the adverse environmental impacts and effects. The opportunity of the Games can also be used to provide sustainable environmental legacies, such as rehabilitated and revitalized sites, increased environmental awareness, and improved environmental policies and practices. They can further encourage and facilitate strong environmental actions, technology and product development in a city, country and beyond, through the educational value of good example.

These positive outcomes and legacies are being achieved throughout the processes leading to the Games, and through IOC requirements and policies, and actions within the IOC and the Candidate and Organising Committees.

As well as external scrutiny by NGOs and media, the IOC and the Organising Committee have been continuously monitoring progress and implementation of the proposed environmental and sustainability actions and policies, to ensure maximum fulfilment of commitments and maximum use of the opportunity to improve environmental conditions and practices.

Athens 2004

The Athens Organising Committee (ATHOC) developed a successful Environmental Management System in the context of the Eco Management and Audit Scheme (EMAS), the European equivalent of ISO 14001.

ATHOC also used Games planning and operations to begin development of a guide for the implementation of EMAS/ISO 14001 for sporting facilities and sporting events.

Through planning and design interventions, it further created a series of Games legacies in the form of urban rehabilitation and renewal, particularly at the Athens waterfront. It upgraded a broad area of Schinias around the rowing/flat water canoe-kayak venue, facilitating the creation of a National Park and a controlled “sport and environment” land use regime. ATHOC also instigated a waste management, separation and recycling system which was totally new to Greece.

However, Athens faced immense challenges due to the fact that the city itself sits on a vast historical site. Excavations in the construction of the underground metro system and the roads tended to unearth new discoveries of interest to historians and environmentalists. The relationship between the Organising Committee and the disparate environmental groups had to be carefully managed. UNEP played an important role in this regard, setting the stage for its
future relationship with the Organising Committees in Torino and Beijing, and the professional advice it was going to provide to them.

A more detailed presentation of Athens 2004 environmental achievements will be made during the conference by its representative.

**Torino 2006**

Environment is also a key element of the forthcoming Olympic Winter Games. The Torino Organising Committee (TOROC) is the first Olympic Games Organising Committee to obtain both an ISO 14001 international environment standard certification and an EMAS certification for its environmental systems and programs (the European equivalent).

TOROC has further developed the HECTOR (HEritage Climate TORino) program, aimed at raising awareness on climate change issues and offsetting the amount of greenhouse gases produced during the 2006 Turin Olympic Winter Games through financial investments in reforestation, energy efficiency and renewable energy source projects.

In addition to that, TOROC’s environmental programs will include environmental audits of venue building sites and eco-compatibility of temporary structures which are a major feature of any winter Olympic Games. It will run a Strategic Environmental Assessment system for planning and monitoring of Games activities. It also developed guidelines for the application of EMAS to all sport events as well as green procurement criteria for suppliers and a system of recognition for sponsors demonstrating environmental commitments.

It is worth mentioning that Torino’s commitment was demonstrated in 2003 when they not only hosted the V World Conference on Sport and Environment but co-sponsored it as well. They used that opportunity to test their theories on a number of projects they intended to introduce for the Games. The strength of those programmes was and is education for the people of Italy and outside.

TOROC will provide more information on its programme during the Conference.

**Beijing 2008**

BOCOGs environment activities are fast gaining momentum and increasing in scope. Most recently, technical seminars and forums have been held, primarily focused on the modern technologies needed for the Green construction of Olympic venues and on water-saving techniques for Olympic-endorsed restaurants.

Throughout 2005 Beijing is promoting the greening of roof tops in the city to clean the air and reduce noise pollution. From 2006-2009 efforts will be taken by the city to green approximately 250-300 thousand square meters per year. Beijing Government authorities have already presented data that indicates a general decrease in key air pollutants.

Discussions held between BOCOG and the United Nations Environment Programme (UNEP) should result in the signature of a cooperation agreement this month and the debut of a strong working relationship to maximize the environment efforts for the Games.

BOCOG has unveiled its new environment logo, created using a calligraphic art form and composed of human and tree-like shapes. The image represents harmony and unity between human beings and nature. It is an important step forward in the educational work to encourage more citizens to participate in “green” activities, Olympic Games and lives.

BOCOG will present and offer further information on their programmes during the Conference.
**Vancouver 2010**

VANOC is broadening and strengthening the focus of sustainability beyond environmental stewardship to include social responsibility, economic opportunity, sport development and health promotion. By focusing on these issues VANOC intends to:

- Enable balancing and integration of social, economic and environmental interests
- Promote long-term thinking and legacy development
- Address a global reality
- Meet regional and national expectations that sustainability is a key consideration
- Showcase sustainability initiatives, technology and expertise of Canada and host communities.

The Bell Canada and VANOC agreement illustrates the application of such objectives with a deal to invest $2 million in the economic revitalization of the Downtown Eastside to ensure those in Vancouver’s inner-city communities receive opportunities to benefit from hosting the 2010 Olympic and Paralympic Winter Games.

The VANOC representative will provide further information on this programme and others during the Conference.

**2012 Candidate Cities**

The protection of the environment and sustainable development programmes are not only the prerogative of Organizing Committees. At the very early stages of initiating a Games bidding process, Environment plays a critical role in the agenda of potential cities willing to host the Games.

As per the procedure in place, the 2012 Candidate Cities submitted a “Candidature File” (including guarantees and undertakings) to the IOC which also covered Environment and Meteorology.

Details have been provided of its environmental and meteorological features, to enable the IOC to understand the environmental approach in regard to geographical features; public authorities; environmental management systems; venue construction and development projects. Details requested include air quality; protected areas; public authorities’ roles and responsibilities; Environmental Impact Assessments; construction work; work with NGOs; integration of environmental approaches into contracts with suppliers and sponsors; special features and actions; and Games-time rainfall, wind, temperatures and humidity levels.

In the Candidature File, there is also a theme titled “Olympic Games concept and Legacy”, the aims of which include establishing the city’s vision for an Olympic Games, how this vision fits into the city’s long-term planning and what legacy is planned for the city. This theme has a strong environmental element, particularly in regard to planned legacies.

The Candidature File is a central element in the development of a “Green Games”, as all commitments regarding actions, programs and policies are binding, and should all be carried out and implemented by the Organising Committee. All 2012 Cities had planned extensively in this regard. Just as the Winning City, London did.

**London 2012**

London, which only in June won the bid to host the 2012 Games of the Olympiad, is already gearing itself for what would be a new chapter in environmentally friendly Games. Like the other four bidders for the same Games, London made environment and sustainable development a major element of its bid and a particular environment project the centerpiece of the programme.

The regeneration of one of the capital’s most underdeveloped areas, the Lea valley, by restoring an eco-system and by revitalizing an entire community, transforming this area into one of the largest urban parks created in Europe, stretching more than 20 miles.
LOCOG possesses an environmental key-point action plan for the Olympic Games. Under the banner – Towards a One Planet Olympics – four main themes exist:

1. Low carbon games through transport and air quality, sustainable construction, resources management.
2. Zero waste Games through waste management and sustainable procurement policy.
3. Conserving biodiversity through enhancing urban greenspace.
4. Promoting environmental awareness and partnerships through community engagement and international programmes.

LOCOG will provide further information on its plans during the conference.
Advocacy and Support Activities

Placing Environment Protection at the Core of the Sporting Agenda

Cooperation with the United Nations Environment Programme (UNEP)

UNEP has worked closely with the IOC through its Sport and Environment Commission and the Department of International Cooperation & Development, on numerous programmes and projects. Among others, UNEP has participated and co-sponsored World Conferences on Sport and Environment and the regional seminars organized by the IOC, and in the production of information materials on sport and environment such as the Agenda 21 for the Olympic Movement.

UNEP has also developed working relationships with Organizing Committees of the Olympic Games in Athens (2004) and Torino (2006) and continues to explore opportunities to support the work of the Beijing organizing committee in promoting environmental issues in the Games in 2008. Furthermore, a new chapter has been opened in the cooperation with UNEP since they started to work with applicant and candidate cities. Right from the early stages of bidding for the Games, UNEP offers their expertise in the formulation of the cities’ environmental plans for their respective Candidature Files.

In February 2003, the UNEP Governing Council formally adopted a “Sport and the Environment” strategy, which seeks to further promote the linkages between sport and the environment among the general public. The programme seeks to develop partnerships with sports organizations, federations and associations to reach out to the public with environmental messages.

Regional Seminars for NOCs

The Department in cooperation with the Sport & Environment Commission and Olympic Solidarity has held four regional seminars for NOC delegates in 2004-2005.

- Havana, Cuba, November 2004 – for a group of NOCs of the Americas
- Dubai, United Arab Emirates, April 2005 – for a group of Asian NOCs

Others are already planned for the 2006-2008 period to complete all regions in the world.

The main objectives of these seminars are:

- to evaluate the initiatives launched and the projects carried out by NOCs and their Sport & Environment Commissions;
to celebrate successful sport & environment initiatives launched at country or regional level;

- to identify issues still to solve and any existing challenges;

- to share experiences of good practice;

- to exchange ideas with renowned sport and environment experts and UNEP

- to define future objectives and strategies accordingly.

The seminars also aim at a more general awareness raising on the necessity to use sport as a tool for environment protection and sustainable development and to identify priority measures. They also contribute to the development and strengthening of a sport and environment network world-wide and to facilitate information sharing among the NOCs, Members of the IOC Sport and Environment Commission, UNEP regional representatives, Government representatives, experts of national environmental agencies, local authorities and the ever important non-governmental organisations concerned by this issue who are all among the participants of the seminars.

Through the various national experiences presented, the information provided by the environmental experts, and the fruitful discussions which were held on these occasions, some major ideas were recurrently identified:

- need for increased promotion of specific activities undertaken for the environment protection (such as activities against environment degradation, clean-up campaigns, wanton tree cutting, plastic material garbage collection) and sustainable development;

- need to education young people, athletes and sport leaders on the importance of environmentally-sound planning and implementation of sports activities at all levels;

- need for close cooperation with government and non-governmental institutions to develop linkages between sport and environment sectors;

The seminars are tailored for specific participants. Countries which have no hope of holding the Olympic Games in the near future discuss national programmes and specific projects, that integrate the value of sport discipline and its wide reach as well as civil society’s sustainable development agendas. In these forums, clean-up campaigns, recycling, tree cutting and educating NOCs on the causes of siltation and how they may contribute to educating the masses in rural areas is as important as talking to developing countries about thinking green when constructing multi-billion dollar facilities for Games.

**World Conferences on Sport and Environment**

**Torino Commitments**

The 5th World Conference on Sport and Environment in Torino identified eight steps as key elements to focus on in the coming years to ensure that the Olympic Movement and the world sport community holds sport and leisure activities in an environmentally sustainable manner, particularly through establishing, maintaining and nurturing partnerships for sustainable development.

In two years, it is worth noting that most of these key issues have been taken into consideration by the IOC and are an integral part of its current policy and programmes. The commitments made in Torino have not been empty words.

Responding to the preoccupation of increasingly using sport as a tool for sustainable development and solidarity, the IOC has developed a special Guide on Sport, Environment and Sustainable Development to help NOCs and the sport community at large promote environmentally friendly sports practices and develop concrete advocacy activities at community level. Special assistance has also been provided to NOCs to develop their own action plans and
priority actions, in particular through regional workshops and individual advice. The importance of
the role of athletes as role models and the need to involve them more regularly in
environmental activities has been also strongly advocated during these workshops.

Furthermore, the IOC has continued to develop its programmes of gender equality, human
development and humanitarian assistance through sport. It has also recently published, in
cooperation with UNAIDS, the first toolkit on HIV and AIDS prevention through sport for the sport
community, aiming at helping NOCs and sports people know what type of activities can be
implemented by them in this field.

The issue of sustainable sport events at a community level was included as a theme in all
regional seminars and NOCs have been encouraged to seek partnerships for the implementation
of their local projects.

Sustainable design of venues has now become a key issue during the candidate and bid city
phases of the Olympic Games, with numerous requirements and close monitoring from the IOC
Coordination Commissions, the International Federations and organizing committees.

Needless to say that the environmental legacy of Olympic Games is of increasing concern to
the IOC. Indeed, more than ever, for an Olympic Games to be correctly considered a “Green
Games’, the Organising Committee and other key stakeholders, such as governments and
sponsors, must develop, conduct and successfully complete a range of environment and
sustainability, standards, management systems, practices, policies and actions which minimize
adverse effects, maximize benefits and provide lasting, sustainable legacies.

The actions lift the standard of environmental practices and policies and, overall, improve
environmental conditions in a city and country. The environmental considerations and actions,
and development of legacies, are integrated across a range of operational programs and
functional areas e.g. venue planning and operations, site selection, waste, and cleaning. The
measurement and monitoring of the sustainability of sports events are also becoming a key
element of IOC policies and requirements for future cities.

On the marketing side too, there is an increasing integration of environmental approaches into
contracts with suppliers and sponsors. IOC TOP sponsors and OCOGs suppliers are working on
this basis and many of them have developed their own environmental programmes. The Torino
Olympic Winter Games organizers have been particularly concerned about this issue and have
put in place green procurement criteria for suppliers and a system of recognition for sponsors
demonstrating environmental commitments.

Sport Summit for the Environment in Expo 2005, Aichi

2005 signs the beginning of the United Nations’ “Decade of Education for Sustainable
Development”, calling on all nations to take positive actions. It is an important step towards
increasing environmental action and awareness both nationally and internationally. The United
Nations has also proclaimed 2005 the “International Year of Sport and Physical Education
(IYSPE),” which is a campaign to apply the “power of sport” in effectively tackling social problems
worldwide, the scourge of the HIV/AIDS pandemic, poverty, gender inequality and ignorance
being among those listed on the UN target list of the Millennium Development Goals.

In Japan, in February 2005 the Kyoto Protocol for preventing global warming was ratified,
followed on 25 March with the opening of the World Exposition in Aichi attracting 121 nations and
four international institutions, under a theme of “Nature’s Wisdom”.

It was from a background of these events that the Sports Summit for the Environment (SSE)
2005 was held on 30-31 July 2005. IOC Vice President Mr. Chiharu Igaya represented the IOC at
this event and pledged, on behalf of the IOC, to adopt and promote the principles of the joint
declaration.
Publications & Communication

New edition of the Manual on Sport & Environment

Published in 1997, the IOC Manual on Sport and Environment was re-edited in 2005. In contrast to the Olympic Movement’s Agenda 21 which is a theoretical work, the manual is a practical guide prepared for all members of the Olympic Movement, from the largest and most developed entities to the smallest organizations, all the way down to the individual level.

Designed for a public not necessarily equipped with a specific expertise in environmental issues, it aims to:

- To present key concepts and issues concerning sport and environment, provide basic tools to identify problem areas, establish priorities and find appropriate responses to issues stemming from the relationship between sport and the environment.
- To propose environmental recommendations, giving concrete tips and ideas of actions that can be easily implemented by sportspeople and sport organizations.
- To present the main aspects of the IOC policy on sustainable development and its actions.

Guide on Sport, Environment and Sustainable Development

The guide describes environment and sustainable development issues in relation to the Olympic Movement and notably for each of the 35 sports in the Games and provide practical information on what can be done in this domain by each of these.

The guide is particularly useful as it takes into account the different levels of involvement of the individuals or groups concerned (athletes, participants in grassroots sport, coaches, clubs, federations, organizers of sports events, spectators, equipment manufacturers, constructors and managers of sports facilities and media).

It is composed of three main parts:

- **Section I** presents environment and sustainable development concepts as they apply to the Olympic Movement;
- **Section II** provides information on the contribution of sport to sustainable development and the organisation of environmentally-sound sport events (summer or winter, indoor or out door, individual or team, aquatic or terrestrial, etc.);
- **Section III** gathers specific information on each of the 35 Olympic disciplines with practical activities to implement to limit their impact on the environment.

The Guide content has been developed by Prof. Josep Tarradellas, of the Swiss Polytechnic School of Lausanne (EPFL) in close cooperation with the IOC Department of International Cooperation and Development. Each International Federation has been consulted on the material for their individual disciplines and they provided valuable information and feedback.

The Guide will be available on the IOC website for free downloading. The print version will be published early next year.
Chapter 4

Activities of National Olympic Committees

Sport & Environment: a Reality at Community Level

Olympic Solidarity Programmes: A Key Support to Development

A number of assistance programmes for athletes, coaches, and administrators are available to the National Olympic Committees through Olympic Solidarity. Among these, a “Sport & Environment” programme was developed in cooperation with the IOC Sport & Environment Commission to assist NOCs to set up and carry out initiatives on a national basis within the field of sport and the environment, such as national seminars, effective and well-publicised communication campaigns, education activities and research projects.

What the commission would like to see, and has been insisting upon in the various regional seminars, is to see NOCs undertaking projects under this fund in conjunction with national institutions. We are aware that governmental and non-governmental agencies in developing countries in particular, lack the necessary funding for projects. Olympic Solidarity funding will never provide all the required funds. But they are still the answer to some of the problems, as long as NOCs request the funding and as long as they are aware that they may not have the expertise to implement projects and therefore seek the necessary collaboration.

NOCs in Action for the Environment

We have seen particularly over the past two years, increased enthusiasm on the part of NOCs as several of them have developed their own environment protection and sustainable development activities with the help of local non-sport organisations.

The majority of projects run by NOCs can be summarized in the following categories:

- **Organization of national workshops on sport and environment**, as a follow-up to the regional workshops, aiming to develop or further strengthen the partnerships between the sports community and other institutions specialized in environment protection, and identify common actions;

- **Launch of national environment awareness campaigns** among sportspeople and community at large, with a view to educate youth and leaders about the need to preserve our environment and encourage them to adopt environmentally-sound behaviour, through simple actions. The campaigns often used existing local sports events or major national sport competitions as background for implementation, or were supported by a specifically created sport event such as an Environment Relay or Run. These campaigns are also echoed through local and national media and special communication supports. Leaflets, audio, video and written messages and promotional merchandise have been produced to support activities.
Rehabilitation of sporting and community sites and clean-up activities, organized and run by sportspeople and/or the population at large, aiming at physically improving the environmental surroundings and using these opportunities to spread educational messages on these issues; these activities can be implemented over a day (linked for instance to existing international celebrations such as the World Environment Day) or run through several days in the form of environment camps, tree planting camps which some NOCs specifically organized.

These initiatives at country level are important and have been increasing over the last years, which is particularly encouraging for the IOC. They clearly show that about 20% of NOCs have started to include environmental projects and programmes in their agenda. We shall continue to work closely with NOCs to encourage them to continue on this path, with more specific assistance and support from the IOC side, and motivate other NOCs to join the movement and engage in environment protection and sustainable development activities in the future.
Chapter 5

Conclusion

The information provided in this report clearly highlights that the IOC policy on sport and environment has at least led to positive thinking, positive measures and positive initiatives on a sport global scale. No doubt, the IOC’s policy has contributed to place the issue on the sporting community’s global agenda.

While acknowledging these numerous steps forward, and the increasing acceptance among society at large of the concept of sustainable development and the need to preserve our planet for future generations, there are still many challenges to meet to ensure an environmentally-friendly practice of sport in the world.

In organizing this conference, the IOC recognizes the need to keep the pressure on. The IOC recognizes its leadership role and the need to take on board the whole sporting community and external but relevant partners who also share this ideal. The programme of the conference reflects the complexity of the issue. It is not just about organizing Green Games and clean up activities of beaches and playfields and leaving a human and environment legacy after these events. It is about environmentally sound equipment and sport facilities. It is also about the business approach to sustainable development and corporate social responsibility. It is about addressing ways to link sport initiatives to peaceful co-existence between peoples, prevention of conflict, post-conflict reconstruction and national dialogue and development. It is as much about sport as a tool for youth education, human development and health promotion as it is about addressing NOCs’ and society’s general attitude to our environment.

As a result, it is increasingly necessary to have a multi-sectoral approach to dealing with the problem. Sport, business, politics, culture and religion have a role to play. Sport as civil society, the political world and the international community at large are meeting in Nairobi to review the past and chart the way forward.

A start has been made. It is the momentum that needs to be maintained.