7th WORLD CONFERENCE ON
SPORT AND THE ENVIRONMENT

FROM PLAN TO ACTION
7th World Conference on Sport and the Environment

“From Plan to Action”

25-27 October 2007, Beijing China
International Cooperation and Development Dept.
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1. Forewords

1.1. Message from the President of the International Olympic Committee, Mr Jacques Rogge

Climate change and global warming have pushed environmental protection and sustainability to the very top of the agenda for governments, businesses and ordinary citizens. This is as it should be, since every individual and every institution can and should play a role in preserving the planet. As the leader of the Olympic Movement, the IOC feels a strong social responsibility to actively promote a healthy environment and to set good standards.

It is for this reason that the IOC Sport and Environment Commission, under the leadership of Pál Schmitt, placed the 7th World Conference on Sport and the Environment under the motto “From Plan to Action”. Organised in Beijing in cooperation with the Beijing 2008 Organising Committee and in partnership with the United Nations Environment Programme, this Conference proved to be a unique platform for knowledge exchange, discussing best practice and finding progressive solutions for environmental challenges, thanks to the participation of representatives of sports organisations, sponsors, non governmental organisations, industry, government and United Nations bodies.

Over the past 15 years, the IOC has become a leader in environmental stewardship, going beyond the Olympic Games themselves. And I am pleased that all members of the Olympic Movement have heeded the call – OCOGs, International Federations, National Olympic Committees, athletes, TOP Partners – and have taken practical actions and solutions to protect the environment and promote a legacy of sustainability.

Of course, we will continue to face significant environmental challenges. It is up to all of us, by working together, to make the discussions and outcomes of this 7th World Conference sustainable, unforgettable, well monitored, and to implement them into practical action. We must continue to ensure that the healthy co-existence of sport and environment remains our priority.

Jacques Rogge
1.2. Message from the Chairman of the IOC Sport and Environment Commission, Mr Pál Schmitt

With the 2008 Games on the horizon, the 7th World Conference on Sport and the Environment could not have been held in a more appropriate location than the Chinese capital, Beijing, to recall that the Olympic and Sports Movement should conduct its activities in a socially responsible manner including environmentally sustainable practices. Sport, and in particular athletes, need a healthy environment, but sport also needs to contribute to a sustainable environment.

Placed under the motto “From Plan to Action”, this 7th edition proved to be once again a unique platform for the 400 participants from all over the world – representing sport organisations, sponsors, sports event organisers, NGOs, industry, UN bodies, national and municipal governments and research institutions. They had the opportunity not only to work together to share knowledge and review achievements, but also to discuss best practices and to find progressive solutions for environmental challenges.

Over the last two years since the Nairobi Conference, we have made significant progress with our partners for greener sport: from the adoption of the IOC Guide on Sport, Environment and Sustainability to the publication of the first UNEP environmental review on the hosting of the Beijing Games. As you will see in this Report and in particular in the recommendations, it is all about translating opportunities and challenges into concrete projects and programmes. We all have to play our part in this global effort for a sustainable environment, in our global fight against climate change – and this applies to every one of us, everyday.

I should like to express my sincere thanks to the Conference participants for their active collaboration; to our partners, the government of the People’s Republic of China, the Chinese Olympic Committee, the Beijing Organising Committee for the 2008 Games and the United Nations Environment Programme for their close cooperation and support; and to my fellow members on the IOC Sport and Environment Commission for their outstanding work and commitment.

Our challenge is to prove that, through the strengthened partnership of all stakeholders and better mutual understanding, sustainable development through sport can enable us to achieve our common goal: to give our young people a chance to live and practise sport on a greener and safer planet! It is now time for action!
1.3. Message from the President of the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG), Mr Qi Liu

The 7th World Conference on Sport and the Environment, organized by the IOC and BOCOG with support from the United Nations Environment Programme, was successfully held in Beijing, China from October 25 to 27, 2007. It brought together representatives from the Olympic Family, non-governmental organizations, Olympic Sponsors, the sports industry and UN organizations. The delegates examined issues relating to sport and the environment and analyzed the role of sport in the efforts of the international community to protect the environment. As a result of these discussions, the delegates made feasible proposals regarding the work for the next two years on sport, the environment and sustainable development. The Conference had significant achievements.

The 7th World Conference on Sport and the Environment passed The Beijing Declaration, which assessed the work on sport and the environment during the past two years. The Declaration praised the efforts of BOCOG in implementing the concept of Green Olympics throughout the preparatory phase of the Olympic Games and integrating the requirements for the Games-time environment and for Beijing’s long-term development. The Declaration also summarized the accomplishments of the Conference.

Let us work together and uphold our goal of “ensuring that the Olympic Movement and world sport can infuse the concept of sustainability into athletic competitions and all forms of recreation, and establish and promote a partnership for sustainable development”. With this goal in mind, we will make a significant contribution to the development of international sport and the environment and promote harmony between humanity and nature.

劉淇
1.4. Message from the United Nations Under-Secretary-General and Executive Director of the United Nations Environment Programme (UNEP), Mr Achim Steiner

Three highlights from the 7th World Conference on Sport and the Environment illustrate to the extent to which environmental considerations are entering the world of sport, and the influence that sport can wield on environmental sustainability. First was the presentation of a public awareness award to the Beijing Organizing Committee for the 2008 Olympic Games (BOCOG) by the Secretariat of the Vienna Convention for the Protection of the Ozone Layer to celebrate the 20th anniversary of the Montreal Protocol.

BOCOG, which hosted the Conference, had pledged an ozone-friendly Games as one of its environmental commitments for the 2008 Olympics. By the end of 2004, ozone depleting substances (ODS) – apart from HCFCs and HFCs, which are still used in the car air conditioning sector – were completely phased out in Beijing, six years ahead of China’s Country Programme deadline. Furthermore, air conditioning and fire extinguishing systems in the Olympic venues are all ODS-free.

These facts were featured in the second highlight, the UNEP report, Beijing 2008: An Environmental Review, launched at the Conference, provides an independent assessment of the city’s preparations for the Olympic Games. Produced with the full cooperation of BOCOG and the International Olympic Committee (IOC), it is the first review of its kind.

Its concludes that, notwithstanding considerable remaining challenges – in particular relating to Beijing’s air quality – the Games have provided a catalyst for accelerating environmental improvements across the city.

The cooperation between UNEP and the Olympic Movement on environmental issues also provides the third highlight. The final conference Declaration encourages Olympic applicant cities to “demonstrate the ability to hold a carbon neutral Olympic Games, and host cities to implement policies and actions which achieve this objective”. On 21 February 2008, UNEP launched the Climate Neutral Network (CN Net). Its premise is simple: to provide a platform for governments, cities, organizations and businesses to pledge to reduce or offset their emissions and exchange ideas and best practices on how to do so. By embracing carbon neutrality at the 7th World Conference on Sport and the Environment, the Olympic family is firmly in the vanguard of a growing movement determined to tackle the menace of climate change by practical action.

I would like to thank the IOC, not just for this Conference, but for its longstanding collaboration with UNEP to promote environmental sustainability through sport. The Olympic bidding process is a high-pressure, high-stakes and high-profile process. By bringing environmental concerns to the fore, the Olympic Movement is helping to promote solutions to the issues that will influence our social, economic and political discourse in decades to come.
2. Programme

25 October

OPENING CEREMONY

Master of Ceremony: Mr Wei Wang, Executive Vice President & Secretary General of BOCOG

Mr Qishan Wang, Mayor of Beijing

Mr Pál Schmitt, Chairman of the IOC Sport and Environment Commission

Mr Shengxian Zhou, Minister of China State Environment Protection Administration

Mr Shaqfat Kakakhel, UN Assistant Secretary-General/UNEP Deputy Executive Director

Presentation of the Montreal Protocol Public Awareness Award

Mr Adolf Ogi, Special Adviser to UN Secretary-General on Sport for Development & Peace

Mr Qi Liu, BOCOG President

Mr Jacques Rogge, IOC President

26 October 2007

PLENARY 1

Environmental Sustainability in the Olympic Games: From Concept to Practice
Chairman: Pál Schmitt

Opening presentation
Hein Verbruggen, Chairman of the Coordination Commission for the Games of the XXIX Olympiad

Olympic Games: environment, legacy and sustainable development
Gilbert Felli, IOC Olympic Games Executive Director

The final TOROC Sustainability report
Valentino Castellani, TOROC President

BOCOG: Fulfilling bid commitments
Shi Hanmin, Director of Beijing Municipal Environmental Bureau

VANOC Sustainability Management and Reporting System (SMRS)
Ann Duffy, Sustainability Management and Reporting Officer

LOCOG: Implementing sustainability
David Stubbs, LOCOG Head of Environment and Sustainable Development
PARALLEL A
Expertise & best practice from International Federations
Moderator: Sunil Sabharwal, Member of the IOC Commission for Sport and Environment

Complementing IOC-UNEP activities by MOUs with IFs and other organisations
Eric Falt, Director of the UNEP Division of Communication and Public Information

Case Study: International Association of Athletics Federations (IAAF) Green Project
Fekrou Kidane, IAAF consultant

Case Study: International Ski Federation (FIS)
Erwin Lauterwasser, FIS Environment consultant

FIFA Green Goal Successes
Christian Hochfeld, Deputy Director, Oeko Institute

PARALLEL B
Sport and sustainable development: contradictions or complementarities?
Moderator: Zoumaro Gnofame, Member of the IOC Commission for Sport and Environment

Sport at the service of youth and sustainable development in South America
Carlos Nuzman, President, Organizacion Deportiva Sudamericana

From plan to action (Africa case study)
Isaac P. Kalua, Founder/Chairperson, Green Africa Foundation

Community sports and the environment in developing countries
Moss Mashishi, President of the South African Sports Confederation and Olympic Committee

Sport and tourism: synergies for sustainable development
Young-Shim Dho, Special Advisor on Tourism and Sports to the UNWTO Secretary-General

Sport, environment and development in Oceania
Robin Mitchell, Secretary General, Oceania National Olympic Committees (ONOC)

PARALLEL C
Joining forces for a common objective
Moderator: Robin Mitchell, IOC Member

One planet Olympics: from principles to practise
Dermot O’Gorman, Director WWF-China Programme Office

Greenpeace’s experience in working with sports event organisers
Sze Ping Lo, Campaign & Communications Director, Greenpeace China
Global Village of Beijing, China (GVB)
Xiaoyi Liao, President of the Global Village of the Beijing Organizing Committee for the Games of the XXIX Olympiad

Dissemination of the Green Olympic Concept, mobilizing the public to participate in Green action
Yixin Zhao, Chairman of Beijing Environmental Protection Foundation

PARALLEL D
Expertise and best practice from National Olympic Committees
Moderator: Mingde Tu, Assistant to the President of BOCOG

Olympic Solidarity sport and environment programme and results
Nicole Girard-Savoy, Programme Manager, Olympic Solidarity

Value of regional IOC sport and environment seminars for National Olympic Committees
Tore Brevik, Member of the IOC Commission for Sport and Environment

Case study: National Olympic Committee of Japan
Kazuo Sano, Vice-Chairman of the Japanese Olympic Committee Sport and Environment Commission

Case study: National Olympic Committee of Spain
Miranda Kiuri, Member of the Spanish Olympic Committee Sport and Environment Committee

PLENARY 2
The Olympics and corporate environmental responsibility
Chairman: Pál Schmitt

Building a greener Games: infrastructure needs in sport
Geoff Li, Director of Communications, China on behalf of Steve Bertamini, Chairman and CEO for Northeast Asia and China

Green Olympics in China
David G. Brooks, Vice President and General Manager, Beijing 2008 Coca-Cola (China) Beverages

Moving towards a harmonious world with the delivery of clean energy
Zhi’an Cao, Executive Vice President of State Grid Corporation of China

Supply chain management: social & environmental trends
William Anderson, Vice President and Head of Social & Environmental Affairs, Asia Pacific, Adidas group

Business and the Green Games: harmonious partnership
Hongmei Wang, General Manager, Department of Development Strategy, China Mobile Communications Corporation
27 October

PARALLEL E
Bidding “Green”
Moderator: Sarah Liao Sautung, BOCOG Environmental Advisor

Environmental considerations in the 2014 Incheon Asian Games
Hyun Jung Lee, Main Presenter for the 2014 Incheon Asian Games

Greening Commonwealth Games
Michael S. Fennell, President, Commonwealth Games Federation

Environmental factors in the FIFA World Cup 2010
Ike Ndlovu, Environment Coordinator, 2010 FIFA World Cup Organising Committee South Africa

Implementing the Sochi 2014 “green” bid promises
Dmitry Mosin, Strategic Director Sochi 2014

PARALLEL F
A positive legacy for Beijing’s local community
Moderator: Simon Balderstone, IOC Environmental Advisor

“Green Olympics” promoting Beijing’s sustainability
Li Xin, Deputy Chief Engineer of the Beijing Municipal Environmental Bureau

Guaranteeing the safety of water for Green Olympics
Jing Cheng, Vice Director of Beijing Water Authority

Environmental protection efforts of BOCOG
Xiaoxuan Yu, Deputy Director of the Construction and Environment Department of BOCOG

UNEP Beijing Games Environmental Assessment
Paolo Revellino, United Nations Environment Programme

PARALLEL G
Corporate social responsibility in manufacturing sport equipment
Moderator: Liu Jun, Deputy Director of the Marketing Department of BOCOG

Environment in corporate social responsibility
André Gorgemans, Former Secretary General, World Federation of Sporting Goods Industry (WFSGI) & IOC Consultant

Sport and sustainable compliance
Auret van Heerden, President and CEO, Fair Labor Association

Effective ways to implement environmental conservation in corporate activities
Masato Mizuno, President, Mizuno Corporation

The Li Ning perspective on manufacturing sporting goods in China
Jianxin Guo, Chief Operating Officer, Li Ning
PARALLEL H
Implementing environmental best practice and sustainability in sport
Moderator: George Kazantzopoulos, Member of the IOC Commission for Sport and Environment

Sport and the Billion Tree Campaign
Theodore Oben, UNEP Head of Children, Youth Sport & Environment Unit

Sport for Sustainable Living: using the Games to inspire awareness & action on sustainable living choices
Brenda Metropolit, Director of Sustainability, Environment Canada

Carbon Offset and Sports Events
Florin Vladu, Programme Officer, United Nations Framework Convention on Climate Change (UNFCCC)

The case for sport and nature camps
Tatsuo Okada, Executive Director, Global Sports Alliance (GSA)

PLENARY 3
Athletes and sport at the service of the environment
Chairman: Pál Schmitt

Opening remarks
Pál Schmitt, Former President, World Olympians Association (WOA)

Communicating the sport and environment message
Yaping Deng, Olympian

Athletes, sport and environment
Roland Baar, Olympian

Sport: Champion of the Earth
T.A. Ganda Sithole, Director, IOC Department of International Cooperation and Development

CLOSING CEREMONY

Master of Ceremony: T.A. Ganda Sithole, IOC Director of International Cooperation and Development

Presentation of Beijing Declaration: Mr Pál Schmitt

Mr Jingmin Liu, Vice-president of BOCOG

Mr Pál Schmitt, Chairman of the Sport and Environment Commission
3. Declaration of the conference

BEIJING COMMUNIQUÉ ON SPORT AND THE ENVIRONMENT
7th World Conference on Sport and the Environment

From Plan to Action

We, the participants in The 7th World Conference on Sport and the Environment, comprising over 80 National Olympic Committees, 20 International Sports Federations, the United Nations Environment Programme and other United Nations entities, non-governmental organisations, research institutions, Organising Committees for the Olympic Games, Applicant Cities, Olympians, the International Olympic Committee, International Paralympic Committee, partners and other members of the Olympic Movement, sports and recreation event organisers and sporting goods manufacturers,

recognising the interdependence between a clean, healthy environment and the proper conducting of sport and recreation activities and events of all scales, as a healthy environment is vital for sport and athletes, and the world sports community should conduct its activities in a socially responsible manner including environmentally sustainable practices,

acknowledging the Beijing Organising Committee for the Games of the XXIX Olympiad (BOCOG) Technical Report “BEIJING 2008; Environmental protection, Innovation and Improvement”, which details the range and magnitude of the environmental and sustainability actions and legacies in regard to the Games and the improvements made in policy and practice of environmental protection,

also acknowledging the United Nations Environment Programme report “Beijing 2008: An Environmental Review”, a detailed, independent assessment – the first review of its kind – which states that the hosting of the Beijing Games is proving to be a catalyst for accelerating environmental improvements across the city,

recognising the example set by the IOC in working to reduce the environmental footprint of major sporting events, including through the organising of regional seminars, with the support of Olympic Solidarity, to encourage sustainable development practices by NOCs and IFs,

applauding the Torino 2006 Olympic Winter Games for creating a new benchmark for promoting environmental sustainability through sport,

welcoming the introduction by the IOC of the biennial Sport and Environment Award to recognise excellence in the promotion and development of environmentally sustainable practices at all levels,

noting the need for sustainability policies and measures to be as affordable and accessible as possible to maximise their application and long-term environmental benefits,
supporting the formation of collaborative practical partnerships between stakeholders of the Olympic Movement and beyond to increase the positive impact of environmental actions in regard to the sustainability of sports activities and events,

understanding that, in particular, global warming is a major challenge requiring immediate action by governments, communities and individuals,

acknowledging the trend of cities bidding and hosting major sports events to factor in greenhouse gas emission reductions and offsetting as an important element of their action plans and commitments,

noting with appreciation that Beijing 2008 is minimising and offsetting greenhouse gas emissions through optimising energy efficiency, increased use of renewable energy, adoption of green commuting policies and practices and the extensive afforestation and greening of the city,

thanking BOCOG for hosting the conference and its invaluable contribution to its success,

we, the participants of the 7th World Conference on Sport and the Environment,

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,

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,

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,

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 reversal of environmental degradation and to maximise lasting legacies for the wider community,

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.

Beijing
27 October 2007
4. Presentations

4.1. Opening ceremony

4.1.1. Welcome Speech by the Mayor of Beijing, Mr Qishan Wang

In this golden season, the 7th World Conference on Sport and the Environment is opened in Beijing. On behalf of the Beijing municipal government and the 15 million residents of the capital city, I hereby would like to express my warm congratulations. I would also like to express my warm welcome for the attendance of President Rogge and all the friends.

The 7th World Conference on Sport and the Environment is a grand gathering of the experts from the international sports circle, the environment protection circle and other related circles to discuss the major program for the harmonious development of sport and the environment in view of the latest developments of Olympic Movement. It provides us with not only a new opportunity for the promotion of the development of the world sport and environment protection, but also with a valuable opportunity for learning and communicating to further improve our preparations for the Beijing Olympic Games and to promote the sustainable development of environment protection and other undertakings in Beijing and in China.

Dear friends, hosting a highly successful Olympic Games of distinction and making contributions to the vigorous development of Olympic Games are our solemn commitment. Today, we are 288 days away from the opening of the Beijing Olympic Games. We will be guided by the Scientific Outlook on Development, we will comprehensively practice the three ideological ideas of Green Olympics, Scientific Olympics and People's Olympics, strengthen exchanges and cooperation with international communities on sports, culture, science and technology, environment protection and others, incorporate environment protection into every aspect of the preparations for the Beijing Olympic Games, closely combine the hosting of the Beijing Olympic Games with the promotion of harmonious development of economy and society, closely integrate the promotion of sports, the improvement of environment protection and sustainable development, improve city construction and administration comprehensively, and make Beijing the Capital City of prosperity, civilization, harmony and amenity.

We cordially express our gratitude to our friends for your care and support of the Beijing Olympic Games, and we sincerely welcome your precious advice and suggestions on the preparations for the Beijing Olympic Games as well as on the construction and development of Beijing. Let us work together to make our contributions to a highly successful Olympic Games of distinction, to the promotion of the development of international sports and environment protection, and to the friendship among people all over the world!

Finally, I wish the conference a great success, and may you be successful and happy in Beijing.

Thank you!
4.1.2. Speech by the Chairman of the IOC Sport and Environment Commission, Mr Pál Schmitt

As Chairman of the IOC Sport and Environment Commission, I am very happy to welcome you here to Beijing, where, in less than a year, the Olympic Games will take place for the first time in China's history.

I would like to address my sincere thanks to the government of the People's Republic of China, the Chinese Olympic Committee, the Beijing Organising Committee for the Games of the XXIX Olympiad and our longstanding partner, UNEP, for their coordination and support in the preparation of this conference that brings together so many different experts and organisations.

I would like also to take this opportunity to express my gratitude to my fellow Commission members for their outstanding work and commitment for the cause of sport and the environment.

For more than 10 years, the IOC has taken a leading position to raise awareness of environmental issues and environmental sustainability and to change behaviours among the Olympic family members and supporters attending the Games.

We made important steps towards our aim, a greener world – greener Games, from the adoption of Agenda 21 by the Olympic Movement to the launch of the IOC Guide to Sport, Environment and Sustainable Development and from the organisation of regional seminars to biennial world conferences such as this one today.

It was not by chance that the IOC’s responsibility towards and commitment to the importance of sustainable development in sport has been highly recognized by the awarding of the prestigious “Champion of the Earth 2007 Award” by UNEP.

It is doubtful whether National Olympic Committees, International Federations, Olympic Games Organising Committees, athletes, coaches, sponsors or the media – they all recognise that sport can affect the environment but they all recognise that reciprocally sport needs a healthy environment.

Environmental sustainability requires a common effort and the commitment of all parties!

This is why the IOC wishes to introduce a new award, the IOC Sport and Environment Award, that will be presented at the next World Conference for the first time – to acknowledge outstanding initiatives for the development of sport and environment by individuals or organisations.

The rules for the awarding procedure will be developed during the Commission meeting after our Conference. We will keep you duly informed and are looking forward to receiving your candidatures. It is about action.

A world conference like this is more than ever the cornerstone of our advocacy work: a unique opportunity to share experiences from our key stakeholders and to foster greater cooperation in the development of environmental policies in sport for a better, cleaner and safer world for future generations.

What can be a better place to hold it than the host city of the 2008 Games. This is surely a positive signal for Olympism that the Games Organising Committee should wish to host our conference, as well as a demonstration of its commitment to produce environmentally sustainable Games in 2008.

With sport as a vehicle for environmental education and by using the Games as a catalyst for long-term sustainable solutions, the Organising Committee and local government can raise awareness for this important subject among one-fifth of the world’s population. That, in itself, will be a major accomplishment.

Ladies and Gentlemen,
During the next two days, we will exchange views, review achievements, set up new partnerships and most importantly set the base for future actions.

We can analyse our progress since the 6th World Conference on Sport and the Environment held in Nairobi, Kenya in 2005 where explicit links between sport, peace and the environment were made for the first time.
We will review the final environmental report from Turin 2006, will hear about the environmental sustainability programmes in Vancouver, London and Sochi.

There will be a great opportunity to learn from the tremendous work already carried by such events as the IAAF Green Project, the FIFA Green Goal Project, but also the successful initiatives taking place among NOCs to name just a few.

We can also listen to the environment plans of major regional sports events such as the Asian and Commonwealth Games.

The sporting goods manufacturers also figure on the programme and will speak about their efforts and constraints.

We shall also hear from those who are the first and most affected: the athletes.

Our TOP sponsors will take the floor as they realise that a healthy environment is good for sport and for the business of sport too.

To succeed in our mission, we need to continue to work closely with non-governmental and environmental advocacy organisations such as UNEP, the WWF and Greenpeace – which can sometimes be critical of our efforts, encouraging us to do even more and better. They have convinced us that environmental protection and sport can be combined, taking into account specific circumstances and the means available in the sports community.

Ladies and Gentlemen,
I hope that through this Conference, we can strengthen strategies related to sport and the environment, and give ourselves clear directions and tools, as we work together over the next two years before meeting again to review the results of our work. It is about translating opportunities AND challenges into concrete projects and programmes.

We are all responsible for the future of our planet no matter who we are or where we come from. Our challenge is to prove that, through the strengthened partnership of all sectors and a better mutual understanding, sustainable development through sport can enable us to achieve our common goal: to give our young people a chance to live and practice sport on a greener and safer planet!

Let’s integrate the culture of sport with the culture of environmentalism to create a better future. It is now time for action.

Thank you for your attention.
4.1.3. Speech by the Minister of China State Environment Protection Administration (SEPA), Mr Shengxian Zhou

It is a pleasure for me to attend the 7th World Conference on Sport and the Environment. The motto of this conference is “From Plan To Action”, which shows the strong sense of mission and responsibility of the International Olympic Committee (IOC) and the United Nations Environment Program (UNEP) to seek the combined strength between sport and the environment so as to jointly promote the sustainable development of economy and society. On behalf of the State Environment Protection Administration of China (SEPA), I hereby would like to express the warmest congratulations on the opening of the conference!

It has become a consensus of the international community to realize sustainable developments by environment protection. The Chinese government has always been attaching great importance to environment protection and making it a basic state policy. Sustainable development has been established as a basic national strategy. It is an important goal of building a moderately prosperous society in nature. The great strategic ideology of building up a harmonious socialist society has been put forward. A series of measures have been taken to accelerate the building of a resource-conserving and environment-friendly society.

At the Seventeenth National Congress of the Communist Party of China (CPC) which was just concluded a more prominent strategic position of environment protection was emphasized, which required firm establishment of awareness of conservation in the whole society by basically forming an energy/ resources-efficient and environment-friendly structure of industries, pattern of growth and mode of consumption. We will focus on intensifying the prevention and control of water, air and soil pollution and improving the living environment for both urban and rural residents. We will enhance our capacity to respond to climate changes and make new contributions to protecting the global climate. At the same time, we are willing to cooperate on environmental issues with other countries to take good care of the Earth, the only home of human beings by including environment protection in the path of peaceful development. The successful convening of the Seventeenth Congress has indicated a clear direction of the environment protection cause in China.

It is well known that China is a developing country with a population of 1.3 billion. After continuous and rapid economic development over nearly three decades, the gross economy keeps increasing and people’s living standards improving, but at the same time, we have paid the price in terms of environment. With factors such as shortage of per capita resources, fragile ecological environment and deficient environmental capacity, the environment issues that appeared in different stages during the industrialization process of over one hundred years in the developed countries emerged in China in a concentrated way, so a more notable conflict between environment and development has become an important element to restrain the economic and social development. In order to solve this problem and to build a moderately prosperous society benefiting a population of more than 1 billion, the Chinese government has made clear requirements in the Eleventh Five-Year (2006~2010) Plan for the National Economic and Social Development that from the level of 2005 the energy consumption per GDP unit is to be reduced by 20% by 2010 and the total emission amount of major pollutants is to be reduced by 10%. It is an arduous task for us to reduce the total emission amount of major pollutants and at the same time keep the rapid economic growth.

To achieve the goal of energy-saving and emission-reducing, the Chinese government has taken stronger actions and made delightful progress this year. The State Council has set up a leading group for responding to the global climate changes and for energy-saving and emission-reducing, headed by Premier Wen Jiabao, and released the Comprehensive Scheme on Energy-saving and Emission-reducing. We have preliminarily established a target responsibility system for energy-saving and emission-reducing, sped up the building of pollutant treatment facilities, firmly retired backward productivity, strictly evaluated various construction projects, and implemented “regionally limited approval” and “supervised and handled by government” in respect of the areas and enterprises which had environmentally illegitimate problems. With the joint efforts made by the whole society, the sulfur dioxide emission started to decline for the first time in the first half of this year, the total emission amount decreased by 0.88% compared with the same period of the previous year and the total emission amount of chemical oxygen demand (COD) slightly increased, only by 0.24%. With functioning of the pollutant treatment facilities and impact of various emission-reducing measures, we are looking forward to the dual decline of the total emission amount of major pollutants for the full year.
It has been proved in practice that the guidelines, policies and deployments regarding environment protection made by the Central Committee of CPC and the State Council are in accordance with the basic conditions of China, and they have achieved notable success. The Scientific Outlook on Development and the awareness of conservation have become the common understanding among the whole society. We firmly believe that the environment protection of China is on a new start point in history to welcome a new and greater development, which is to make more contributions to the environment protection and sustainable development of the world.

Ladies and gentlemen,

Beijing is the capital city of China, and she is hosting the 2008 Olympic Games. Hosting the 2008 Olympic Games with the ideology of Green Olympics will make an important and far-reaching impact on improving the Capital’s environment, promoting the sustainable development of Beijing, of China and even the whole world. We hope that we can make joint efforts and work together to achieve this goal. Finally, I wish great success to this World Conference on Sport and the Environment, and wish Beijing 2008 Olympic Games a grand gathering of Green Olympics in the Olympic history!

Thank you.
4.1.4. Speech by the United Nations Assistant Secretary-General, Deputy Executive Director of the United Nations Environment Programme, Mr Shafqat Kakakhel

It gives me particular pleasure to be here today to address this distinguished gathering.

After eight years as Deputy Executive Director of UNEP I am approaching retirement and this is among the last of my official engagements as Assistant Secretary-General of the United Nations.

During my tenure I have seen some remarkable changes in the environment scene.

The environment has become front page news, and on everyone’s lips, from heads of state to the poorest subsistence farmers in the developing world.

In the past four years the Nobel Peace Prize has twice been awarded to environmentalists for their influential work to ensure our future security.

I would like to congratulate my colleague Rajendra Pachauri, head of the Intergovernmental Panel on Climate Change, as well as Al Gore, who has done so much to publicize and mainstream the IPCC’s findings, for winning this year’s Prize.

Unfortunately, the change in consciousness that we have seen has not been mirrored by an equal progress in environmental sustainability.

In fact it is the continued decline that we see in all the world’s ecosystems, and the obvious and growing evidence of climate change, that has prompted what I see as a renewed sense of urgency.

Today in New York, and at 40 locations around the world, UNEP is launching the fourth in its Global Environment Outlook series.

This comprehensive overview of the global environment looks at progress made in the past twenty years since the World Commission on Environment and Development (the Brundtland Commission) produced its report, Our Common Future.

In brief – and I can assure you it is not a brief report – it finds that, and I quote: “There are no major issues raised in Our Common Future for which the foreseeable trends are favourable”.

Now, I did not come here to depress you. And I know that coming from the world of sport you are not people to be easily put off.

What our GEO report does is lay down a challenge. It shows us the enormity of the job ahead of us, but it also shows that we do have the tools to rise to the challenge, if we would only care to pick them up and use them.

Which, ladies and gentlemen, brings me to the point of this conference, and its theme “From Plan to Action”.

I think it is entirely appropriate that this conference, with this theme, should be held here in Beijing, and be opening on the same day that UNEP releases its comprehensive GEO assessment.

Appropriate because it is here in Beijing that many decisions are being made – indeed have been made in the past two weeks – that will influence the development and environmental sustainability not just of the one-third of the world’s population who live in China, but will, to a large extent, influence the work being done around the world to address the many environmental challenges we face.

It is also appropriate because it is here in Beijing that the 2008 Olympic Games has been a catalyst for turning plans into action.

When Beijing announced its candidacy for the 2008 Olympic Summer Games, the Municipal Government and the Government of China outlined 20 key projects to improve Beijing’s environment, and pledged an overall investment of US$ 12.2 billion under the Beijing Sustainable Development Plan.
Beijing also decided to move forward the deadlines of several existing environmental targets in the Beijing “Environmental Master Plan” for 1997-2015, and the Beijing Organizing Committee for the Olympic Games (BOCOG) also developed its own environmental plans and commitments.

All these initiatives were the subject of a review released earlier today by UNEP. The review is available here to all the participants of this conference, and it will also be the subject of a detailed presentation by the lead author, Mr. Paolo Revellino, on Saturday.

The only reference I want make to it today is to quote the words of the UNEP Executive Director Achim Steiner in the Foreword:

“What this report shows is that the award of the Games has provided a formidable impetus to cleaning up Beijing and improving its environment. While the city and the country have many challenges remaining, I think we can all genuinely take heart from the commitment that has been applied. Where we have comments or reservations, they have been stated clearly. But there is no doubt that, with less than one year to go before the 2008 Olympics, Beijing is on track to deliver on its environmental promises”.

That, ladies and gentlemen, is the spirit and commitment that will need to be applied across the globe at every level to meet the environmental challenges that have been squarely laid out today in UNEP’s Global Environment Outlook report.

That would also normally be the end of my speech and the opportunity to wish you all a successful conference, but there is one more pleasurable duty that I must fulfil before I step down.

Among the commitments Beijing undertook as part of its preparations for the 2008 Olympics was to have an ozone-friendly games.

The excellent results achieved by BOCOG and the city of Beijing in phasing out ozone-depleting substances (ODS) well ahead of China’s national deadline are impressive.

At the end of 2004, ozone-depleting substances, apart from HCFCs and HFCs (which are still used in the car air conditioning sector), were completely phased out in Beijing, six years ahead of China’s Country Programme deadline.

Furthermore, air conditioning and fire extinguishing systems in the Olympic venues are all ODS-free.

In recognition of this achievement, the Secretariat of the Vienna Convention for the Protection of the Ozone Layer has honoured BOCOG with a public awareness award on the occasion of the 20th anniversary of the Montreal Protocol.

The Montreal Protocol on Substances that Deplete the Ozone Layer has been an enormous and highly successful global effort to eliminate ozone-depleting substances.

By the end of 2005, production and consumption of ozone-depleting substances controlled by the Montreal Protocol had been reduced by over 95 per cent from historic levels, and the scientific community can now detect a decrease in both atmospheric and stratospheric measurements of these chemicals. This is expected to prevent millions of cancer cases and even more cases of cataracts.

Perhaps even more importantly the Montreal Protocol stands as an example of what can be achieved when governments, the private sector and citizens of the world pull together for a common cause.

In deciding on these awards, the United Nations Environment Programme and the Parties to the Montreal Protocol recognize that literally hundreds of millions of people around the world can and should take credit for the success that has been achieved to date.

But it also recognizes that there are some global champions, who have been working with missionary zeal, who deserve special honour.

So, it with great pleasure that I invite Mr. Liu Qi, President of BOCOG, and Mr. Wange Wei, Executive Vice President and Secretary General of BOCOG, to receive the Montreal Protocol Public Awareness Award for outstanding work in raising awareness about ozone depletion and the global effort to address it.
4.1.5. Address by the Special Adviser to the United Nations Secretary-General on Sport for Development and Peace, UN Under-Secretary-General, Former President of Switzerland, Mr Adolf Ogi

The World of Sport and the Environment: A Responsibility to Act

It is a great pleasure and honour for me to address you here in Beijing at the opening of the “2007 World Conference on Sport and the Environment: From Plan to Action”. I would like to thank the organizers for their kind invitation to participate in this distinguished gathering. As Special Adviser to the United Nations Secretary-General on Sport for Development and Peace, I appreciate the existence of such a valuable platform enabling us to share our respective experiences and lessons learnt in the promotion of environmental sustainability through sport.

I would also like to congratulate the environmental movement for winning the 2007 Nobel Peace Prize 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. It is no surprise that in a span of three years, and for the second time in the history of the Nobel Peace Prize, the prize has gone to environmental sustainability. As you probably recall, the 2004 award went to Professor Wangari Maathai of Kenya for her contribution to sustainable development, democracy and peace. This is a strong reminder that the environment is one of the most important agendas for peace, prosperity and global security.

The Potential of Sport for Promoting Environmental Sustainability

The relationship between sport and the environment is interlinked across multiple facets. It includes both the impact of sport on the environment and the impact of the environment on sport. No matter what sport is practiced, it requires the use of the land to play, the air to breathe and the water to swim or sail. An active and healthy lifestyle relies ultimately on the environmental conditions within which we practice our physical activity. Environmental pollution prevents us from enjoying and benefiting from a truly healthy lifestyle. We must all work together to ensure that the environment is protected from harm. A shortsighted view and way of acting will prevent – if not us – then undoubtedly the next generation from living, playing and enjoying sport in a healthy and sustainable environment.

Recent giant sports events such as the FIFA World Cup in Germany or the Rugby World Cup in France have attracted worldwide attention. We are all now awaiting the Olympic Games in Beijing 2008 and the 2010 Football World Cup in South Africa. No other events come close to the popularity sport events enjoy. Such events should stand as examples, not only regarding physical performance, but also with regard to the protection of the environment. The goal is clear: assuring a sustainable and healthy environment and enabling nations and peoples to improve their quality of life without compromising that of future generations.

The environmental values of sport are numerous including the contribution of sports facilities to local physical infrastructures, providing a social focus and affecting people’s perception of their neighborhood. The maintenance of underused local facilities and recreation-related environmental improvements can play a significant role in the development of the quality of life of communities. Consideration may also be made of the use of some sport forms associated with specific minorities as vehicles for visitor attraction, either through social tourism (promoting the opportunity for ethnic minority groups to meet, creating links between such groups in various communities) or for economic purposes. Sport tourism may be instrumental in enhancing the social conditions in areas of high concentration of ethnic minorities.

Sports Actors: A Responsibility to Act

Our society faces major challenges, many of them being linked in one way or the other to the environment. As sport is an integral part of society, it cannot and should not ignore the importance of ensuring environmentally sustainable actions and decisions as related to its use within the community. Every actor in a sporting initiative – be it an athlete, a host city, or a member of an organizing committee – can contribute to promoting environmental sustainability through sport.
1. **Sports champions** can be important role models, especially for youth, and therefore serve as ideal ambassadors for environmental causes by communicating the importance of sustainability and the protection of the environment. They have the ability to mobilize millions of people to support and participate in sustainable development issues.

2. **Organizing committees and international sports institutions**, on the other hand, also have to assume their responsibility in the organization of major sport events. Some of them have already achieved a lot such as the Olympic Movement, a pioneer in this field. In 1994, it recognized the importance of the environment and sustainable development which led to the inclusion of a paragraph in the Olympic Charter. In 1995, a Sport and Environment Commission was established to advise the Olympic Movement on environmental-related policy. The following year, the environment was adopted as the third pillar of Olympism, alongside sport and culture.

The Olympic Movement has thus long worked on incorporating environmental sustainability into sport, its objective being to ensure that the Games do not have a negative impact on the environment but instead develop and enhance it and leave a green legacy. It has also worked on using the influence of sport to promote awareness of the importance of a healthy environment.

The Olympic Games can serve important environmental outcomes if they are planned and conducted in a circumspect way. They should provide sustainable environmental legacies such as rehabilitated sites, increased environmental awareness and serve as best practices for future sporting initiatives. In recognition of the growing importance of environmental issues in major sport events, the environment has become one of the key criteria in the selection of venues for the Olympic Games. The organizing committees of the Olympic Games are asked to build effective partnerships, especially with the local community, international organizations, the private sector, and civil society. In this regard, IOC’s “Green Games” project, led in partnership with the United Nations Environment Programme (UNEP) in the framework of the 2008 Beijing Summer Games, is exemplary of a partnership to ensure environmentally sustainable sporting events.

Through such initiatives, a major contribution is made to meet the eighth Millennium Development Goals, i.e. the establishment of a global partnership for development. Furthermore, sport events also present the opportunity to address other social and economic priorities such as the fight against poverty, the spread of HIV/AIDS and the promotion of human development. To meet these challenges, sport can undoubtedly play a significant role.

3. **The sporting goods industry** faces the responsibility to ensure that natural resources are not wasted in the production of their goods. While adopting a responsible corporate environmental perspective, equipment manufacturers and builders of sports facilities should favour production techniques that are non-polluting and that do not waste resources – be they raw materials, energy or water – with a preference for recyclable end-products.

4. **Clubs** should improve their day-to-day functioning by saving water and energy and managing waste. In poor communities, clubs are often the only organized and respected social structure. Therefore, club leaders such as coaches are instrumental in education and awareness. They can educate club members – especially young members – on environmental issues.

5. **Sport fans** also have their role to play. At an individual level, they can all play an important part in promoting sustainable development and protecting the environment by respecting a number of simple rules in their every-day behaviour. For instance, they can use public transportation instead of cars to go and watch competitions. They can also use recycling systems put at their disposal when attending sports events.

Awareness and action must be taken by all actors to prevent or minimize the negative cumulative effects that can ensue from sports activities, events, facilities and the manufacture of sporting goods, such as excessive energy consumption, air pollution, emissions of greenhouse gases and ozone-depleting substances, waste disposal, erosion, waste use and impacts on biological diversity. Sport must be pursued in an environmentally sustainable manner with a healthy environment necessary for healthy sport. Participants must learn to respect and appreciate their natural environment, and hence become more willing to take a stake in community activities.
Sport and the Millennium Development Goals

Much has been achieved in progress towards enhanced acceptance and utilization of sport as a tool to assist in the achievement of the development goals, particularly the Millennium Development Goals (MDGs). In 2003, we published a United Nations inter-agency report (to which UNEP actively contributed), exploring the value of Sport for Development and Peace entitled “Towards achieving the Millennium Development Goals”. The report identified that well-designed sport-based initiatives are practical and cost-effective tools to achieve objectives in development and peace and called upon United Nations agencies to:

- develop a strategic approach within the United Nations to foster Sport for Development and Peace partnerships;
- mainstream sport into the work of the United Nations;
- incorporate sport in United Nations coordination mechanisms to better integrate sport into United Nations strategic planning instruments; and
- look for ways to use sport for communication and social mobilization purposes.

Following this report, the power and influence of sport has continued to grow. The United Nations system has sought to utilize the prominence given to sport to sensitize and expand on the objectives identified by the United Nations and to increase its use as a tool to impact positively on society, to promote public health, create employment and unite communities. In the report presented by the Secretary-General to the General Assembly on 3 November 2006 (A/61/7), initiatives were identified which used sport to help achieve the MDGs. These have included a treeplanting project carried out by the Burkina Faso National Olympic and Sport Committee to combat desertification and to work towards Goal 7 of the MDGs of ensuring environmental sustainability.

Evidence of the power and impact of sport has been made very real in communities throughout the world, particularly during the International Year of Sport and Physical Education (IYSPE) 2005. A growing network of Governments, organizations, groups and individuals around the world were made aware of sport and physical education’s vital role in contributing to education, health, development and peace.

During IYSPE 2005, major efforts were made by Olympic Games organizers, the Global Sports Alliance and other organizations to incorporate environmental sustainability in the planning and conduct of major sporting events. Two conferences on sport and the environment were held, namely, the “Sixth World Conference on Sport and the Environment” in Kenya and the “Sports Summit for the Environment” in Japan.

IYSPE 2005 has been a launching pad. Sport and physical education have been recognized for the important role they play in contributing to poverty reduction, universal education, gender equality, peace-building and conflict resolution as well as environmental sustainability.

I call upon you here at the 2007 World Conference on Sport and the Environment to maintain the momentum and to help increase our efforts to make this world a better place through sport. It is no coincidence that the conference is held here in Beijing. In exactly 287 days from now, the world's largest sport event will kick off here. I am convinced that the 2008 Beijing Olympic Games will prove to the world that concrete actions undertaken in the framework of large sporting events make a significant contribution in the strive for environmental sustainability.
On this occasion of opening the Seventh World Conference on Sport and the Environment, I would like to express the warmest welcome to all of you on behalf of the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG).

The World Conference on Sport and the Environment is a grand gathering for people from the sport and environment protection circles to discuss issues on global environment protection. Since its initiation in 1995, the conference has been upholding the aim of “ensuring the incorporation of the sustainability concept into various sport and recreation events by the Olympic Movement and the world sport circle as well as building up and developing a partnership of sustainable development”, and has made an active contribution to the development of sport and the environment protection in the world and the promotion of the harmony between man and nature.

Today, the Seventh World Conference on Sport and the Environment is opened in Beijing, which will host the 2008 Olympic Games. It is an important practice of combining sport and the environment advocated by Olympics, a significant measure to disseminate the environment protection concept and enhance the sustainable development strategy through the Olympic platform, and also a precious opportunity to expand the influence and create a nice image of Beijing 2008 Olympic Games. We hope this conference will help us to further intensify communication and cooperation with the sport and the environment protection circles all over the world, and implement the concept of Green Olympics more extensively and deeply, so that preparations for the 2008 Olympics can make remarkable achievements in protecting the ecological environment and forging the harmony between man and nature.

The ecological environment is the basic foundation for human survival and development, while sport has its unique function in promoting the full development of human beings. Human health and wellness as well as the harmony between man and nature promoted by the combination of sport and the environment are important aspects in promoting the social progress and sustainable development. At present, the Chinese people are accelerating the paces in building up a moderately prosperous and harmonious society in a comprehensive way under the guidance of the Scientific Outlook on Development. The Chinese government is attaching great importance to the protection and construction of the ecological environment while energetically developing sports. Energy-saving and environment protection are basic state policies. “Building a resource-conserving and environment-friendly society” is an important goal for China's social development. At the Seventeenth National Congress of the Communist Party of China (CPC) which was just concluded, President Hu Jintao stressed that we would promote a conservation culture by basically forming an energy- and resource-efficient and environment-friendly structure of industries, pattern of growth and mode of consumption. We will have a circular economy on a moderately large scale and considerably increase the proportion of renewable energy sources in total energy consumption by 2020. The discharge of major pollutants will be brought under effective control and the ecological environment quality will be improved notably. Awareness of conservation will be firmly established in the whole society.

The preparation for Beijing 2008 Olympic Games provides a precious opportunity for the development of sport and the environment in China and promote the construction of a conservation culture. We have brought forward the strategy of “New Beijing, Great Olympics”, to combine the preparatory work and the city development. “Green Olympics, Scientific Olympics and People's Olympics” are the three ideological ideas of the Beijing 2008 Olympic Games. Implementing “Green Olympics", adopting advanced technology for environment protection, intensifying the environment protection publicity and education, improving the environmental quality and building up an amenity city are the important conditions for the successful Olympic Games and also important tasks of preparation for the Olympics.

Supported by the Central Government, the State Environment Protection Administration of China (SEPA), Beijing municipal government and five other provincial governments around Beijing constituted the Coordinating Group on Air Quality for Beijing 2008 Olympic Games, formulated the Air Quality Guarantee Scheme for Beijing 2008 Olympic Games, and took joint actions to improve the air quality of Beijing. Beijing municipal government and BOCOG stipulated the Action Plan for Beijing 2008 Olympic Games and the Plan for Ecological and Environmental Protection, incorporating the construction and protection of ecological environment into the whole preparatory process as a long-term task. We will vigorously strengthen the construction of environmental infrastructures including sewage treatment, garbage treatment and air quality monitoring, and enhance the city's capacity to reduce pollution and protect the environment. Environment-friendly materials and technologies are put into extensive use.
in the construction of venues, which sufficiently embodies the concept of “Green Olympics”. Green and environment protection are given priority in training programs for volunteers and stadium staff to improve the environment protection awareness and competences of all the staff members. Publicity and education on environment protection awareness and knowledge are carried out for residents to make them more environment-conscious.

With efforts made spanning nearly a decade, Beijing has achieved notable success in the protection and construction of the ecological environment.

We focused on the improvement of air quality in the city, implementing over 200 measures in respect of adjusting energy structures, reducing car exhaust emissions and controlling the industrial pollutants and flying dust. In 2006, natural gas consumption increased by 12 times more than in 1998, and clean energy took up 57% of the total energy consumption in Beijing. We actively conducted the structure adjustment of pollutants-emission enterprises and relocated more than 200 such enterprises. We have sped up the construction of rail transit networks, given public transportation priority, and placed the auto exhaust under strict control. In 2002 and 2005, we applied GB II and GB III (the equivalent of Euro III) emission standards respectively, retired more than 60 thousand motor vehicles, and deployed 4000 gas-fueled buses. The auto exhaust pollution is under effective control. Our efforts also included the treatment of sandstorm sources for Beijing and Tianjin, the protective cultivation on naked croplands, the biologic coverage on sand and badlands and control of flying dust in the construction sites. In 2006, the percentage of days reaching air quality targets was 66%, 17.6% higher than in 2000. The air quality has been improved continuously.

As to environment protection at the water front, measures such as planting trees in catchment areas as well as conserving soil and water in small watersheds help the drinking water in Beijing to meet the national standards and the instructing standard of World Health Organization (WHO). By setting up sewage processing factories and building up sewage pipeline networks and processing systems, the urban sewage processing rate reached 90% in 2006, 48% higher than in 2001. We have carried out massive afforestation to create three green walls – walls of city, plain and mountainous areas. The tree coverage rate and the green coverage rate of the city have reached 51% and 42.5% respectively, which enables us to realize the bidding goal two years in advance. A batch of rubbish processing plants and industrial hazardous waste incineration plants have been set up or renovated, and classification of rubbish has been taken. The pollution-free treatment rate of rubbish from daily urban life has amounted to 96.5%, increased by 17% compared with 2001. A two-layer (municipal and district) supervision system on radiation safety has been established and the Measures on Prevention and Treatment of Noise Pollution of Beijing Municipality have been implemented, thus making remarkable achievements in sound environment and radiation treatment.

The concept of Green Olympics has been honored in the preparations for the Beijing Olympics. We made and implemented the Environmental Protection Guidelines for Olympic Projects and the Guidelines for Green Construction of Olympic Projects. Solar energy for electricity, heat pump technology as well as energy-saving doors and windows have been extensively used in Olympic venues including the National Stadium and the Olympic Village. We have made full use of recycled energy and clean energy such as natural light and terrestrial heat for lighting, luminating and heating in Olympic venues. Reclaimed water systems and porous bricks used around most newly-built venues which supplement the ground water by collecting rainwater to improve water utilization. We imposed stricter green construction control on Olympic projects and conducted environmental assessment. All newly-built or renovated venues as well as most temporary venues have passed the examination by professional departments. We pursued bio-diversity designs, ecological corridors and wetland systems in the construction of the Olympic Forest Park. The average green coverage rate of 15 venues and the Olympic Forest Park is 67%, far beyond the 40-50% commitment in our bidding. In addition, we have furthered our environmental control on sponsors and contracted hotels. We have put green working and green purchasing into extensive practice, and have defined the criteria and requirements of environment protection in transportation services and torch relay.

We have also launched education and publicity campaigns on environment protection in the society at large. Over 700 green schools have been created among the city's primary and middle schools, where environment management has been incorporated into teaching and the environment protection awareness among the teachers and students has been greatly increased. We have carried out various activities to create green communities and green families. By the end of last year, there had been an accumulative 886 green communities and 305 green families which were recognized. By advocating
Dear friends, today we are 288 days away from the opening of the Beijing Olympics. We will continue our efforts on implementing the concept of Green Olympics, Scientific Olympics and People’s Olympics, strengthening communication and cooperation with you and further our protection for the ecological environment.

**Firstly, we are energetically carrying out the 11th Five-year Plan for Environment Protection and Ecological Construction, and improving the city’s ecological environment comprehensively.** For the purpose of building a resource-conserving and environment-friendly city, Beijing municipal government has put forward its 11th Five-year Plan for Environment Protection and Ecological Construction that measures should be taken to improve the energy structure, control the total amount of coal consumption, reduce car exhaust and renovate the water systems; by 2010, the urban air quality should reach the standards; the processed rate for sewage from urban daily life should continue to rise from the current 90%, and the utilization rate of recycled water reach 50%; pollution-free treatment rate of rubbish from daily life should reach 99%, the comprehensive utilization rate of industrial solid waste 80%, the urban green coverage rate 45%, the plants and trees coverage rate 53%, and the forest coverage rate 37% so that a more solid foundation can be established for the goal of amenity city. Hence, we will boost the circulating economy, optimize the laws and regulations for environment protection and strengthen the enforcement. We will reinforce the research and development of technology for environment protection, accomplish the monitoring networks and systems on air quality and water environment, and improve the monitoring level of scientific research on environment. We will intensify the cooperation with neighboring provinces and municipalities with regard to prevention and treatment of sandstorm, water loss and soil erosion, to make joint efforts for the improvement of ecological conditions in these areas. We will strengthen the communication and cooperation with the international environment protection organizations and introduce advanced technologies and management experiences of environment protection, to promote the environment protection and construction in a full scale.

**Secondly, we are promoting environment protection to create a good ecological environment for the Olympic Games.** Based on the comprehensive improvement of the city’s environment quality, we will adopt an environment-concerned alert system, contingency plan and temporary control measures to prevent and handle the inferior environment quality and various environment accidents during the Beijing Olympic Games. We will strengthen our supervision on pollution sources of water, air, noise, hazardous wastes and radiations, as well as on the treatment facilities thereof, and reinforce the monitoring and forecasting of environmental elements relevant to the Games, especially the air quality. We will set up the air quality monitoring stations covering the whole city, in particular the areas of the Olympic venues to promptly release the reports of air quality around the venues. We will implement the Schemes on Guaranteeing Air Quality during the Olympic Games when necessary, take temporary measures of reducing environment pollution such as limiting the number of vehicles on roads and factory production, so as to guarantee the health of athletes and the success of the Olympic Games.

**Thirdly, we are seizing the opportunity of preparing for the Olympic Games to facilitate the combination of sport and the environment protection and promote the harmonious social and economic development.** We will continuously implement the Green Olympics by fulfilling the requirements in the construction of the Olympic venues and facilities. We will strengthen education and publicity among the construction workers for Olympic venues and residents, and closely link the construction of sport facilities with environment protection, to create classic green sport architectures for Beijing and China. We will keep developing courtesy promotion activities such as “Welcoming the Olympics, pursuing courtesy and promoting a new code of conduct” and the mass sport and cultural activities such as “Civil exercising along with the Olympics”. We will encourage residents to actively participate in the sport exercises, cultivate the good habit of exercising as well as scientific and civilized life style, and make sport the important carrier for residents to get to know nature, to step into nature, and to improve the awareness of environment protection. We will make the most of the “Good Luck, Beijing” series of games, using them as a good opportunity to publicize the achievements made in the development of sport and the environment as well as Green Olympics and the environment protection to the whole of society.

for water-saving, electricity-saving and green consumption, residents have taken part in environment protection more extensively and more practically. Moreover, we have furthered international cooperation regarding environment protection. We have extensively cooperated with the United Nation Environment Plan (UNEP) and World Wildlife Fund (WWF) in realms such as information sharing, new technology promotion as well as education and publicity.

Firstly, we are energetically carrying out the 11th Five-year Plan for Environment Protection and Ecological Construction, and improving the city's ecological environment comprehensively. For the purpose of building a resource-conserving and environment-friendly city, Beijing municipal government has put forward its 11th Five-year Plan for Environment Protection and Ecological Construction that measures should be taken to improve the energy structure, control the total amount of coal consumption, reduce car exhaust and renovate the water systems; by 2010, the urban air quality should reach the standards; the processed rate for sewage from urban daily life should continue to rise from the current 90%, and the utilization rate of recycled water reach 50%; pollution-free treatment rate of rubbish from daily life should reach 99%, the comprehensive utilization rate of industrial solid waste 80%, the urban green coverage rate 45%, the plants and trees coverage rate 53%, and the forest coverage rate 37% so that a more solid foundation can be established for the goal of amenity city. Hence, we will boost the circulating economy, optimize the laws and regulations for environment protection and strengthen the enforcement. We will reinforce the research and development of technology for environment protection, accomplish the monitoring networks and systems on air quality and water environment, and improve the monitoring level of scientific research on environment. We will intensify the cooperation with neighboring provinces and municipalities with regard to prevention and treatment of sandstorm, water loss and soil erosion, to make joint efforts for the improvement of ecological conditions in these areas. We will strengthen the communication and cooperation with the international environment protection organizations and introduce advanced technologies and management experiences of environment protection, to promote the environment protection and construction in a full scale.

Secondly, we are promoting environment protection to create a good ecological environment for the Olympic Games. Based on the comprehensive improvement of the city’s environment quality, we will adopt an environment-concerned alert system, contingency plan and temporary control measures to prevent and handle the inferior environment quality and various environment accidents during the Beijing Olympic Games. We will strengthen our supervision on pollution sources of water, air, noise, hazardous wastes and radiations, as well as on the treatment facilities thereof, and reinforce the monitoring and forecasting of environmental elements relevant to the Games, especially the air quality. We will set up the air quality monitoring stations covering the whole city, in particular the areas of the Olympic venues to promptly release the reports of air quality around the venues. We will implement the Schemes on Guaranteeing Air Quality during the Olympic Games when necessary, take temporary measures of reducing environment pollution such as limiting the number of vehicles on roads and factory production, so as to guarantee the health of athletes and the success of the Olympic Games.

Thirdly, we are seizing the opportunity of preparing for the Olympic Games to facilitate the combination of sport and the environment protection and promote the harmonious social and economic development. We will continuously implement the Green Olympics by fulfilling the requirements in the construction of the Olympic venues and facilities. We will strengthen education and publicity among the construction workers for Olympic venues and residents, and closely link the construction of sport facilities with environment protection, to create classic green sport architectures for Beijing and China. We will keep developing courtesy promotion activities such as “Welcoming the Olympics, pursuing courtesy and promoting a new code of conduct” and the mass sport and cultural activities such as “Civil exercising along with the Olympics”. We will encourage residents to actively participate in the sport exercises, cultivate the good habit of exercising as well as scientific and civilized life style, and make sport the important carrier for residents to get to know nature, to step into nature, and to improve the awareness of environment protection. We will make the most of the “Good Luck, Beijing” series of games, using them as a good opportunity to publicize the achievements made in the development of sport and the environment as well as Green Olympics and the environment protection to the whole of society.
Dear friends, the Beijing Olympic Games will be a grand sport gathering for environment protection enhancement and conservation culture development. Let us further intensify our cooperation and link sport and the environment protection more closely to make a new contribution to the full development of human beings and the harmony between man and nature.

Thank you.
4.1.7. Opening Speech by the IOC President, Mr Jacques Rogge

Climate change has become one of the most important issues of the 21st century. This was rightly recognised this month by the Nobel Peace Prize Committee. Global warming has reached every part of the planet with clear signs and effects such as water and food shortages, growing desertification, devastating hurricanes and heat waves with fires. Global warming has so far had a very short history, but will have a very long future.

The IOC and the environment

The International Olympic Committee recognised the importance of the environment and its potential effects on the world rather early. It was in this spirit that the IOC, which was represented at the Earth Summit in Rio in 1992, signed a cooperation agreement with the United Nations Environment Programme. The Lillehammer Games in 1994 were considered as a high-quality example of respecting the environment and called the “Green Games”. One year later, the IOC decided to create a Sport and Environment Commission and held its first World Sport and Environment Conference in Lausanne. The adoption of the Olympic Movement Agenda 21 by the IOC Session in 1999 was another step to reinforce our role in this field.

And when the IOC received the UNEP Champion of the Earth 2007 award – together with Nobel Peace Prize Winner Al Gore – it was as much recognition for the work that had already been done – particularly by the Sport and Environment Commission chaired by Pál Schmitt – as a call for further action.

What is our responsibility?

The IOC feels a strong responsibility to actively promote a healthy environment and to set good standards. This effort is driven by three major concerns.

The first is our overall social responsibility. Sport does not live in splendid isolation, but is part of our society and has to play an active role in several fields. For this reason we consider the protection of the environment as the third pillar of the Olympic Movement.

The second reason is the impact that a damaged environment can have on sport, the Olympic Games and, most importantly, the athletes. Be it the elite athletes participating in the Olympic Games or grass-roots athletes in millions of sport clubs over the world – they need clean and healthy conditions in which to train and compete. We are all too aware that the fragile condition of the environment could therefore pose a direct threat to the future of sport. Global warming will jeopardise sport in the long term, and, for example, the very existence of winter sports in many areas of the world.

The third issue is our effort to promote sustainability in the preparation of the Olympic Games. The last Olympic Games in Turin – Torino 2006 – proved to be an excellent example of a sustainable sports event.

One major contributor to this distinction was the Heritage Climate Torino (HECTOR) initiative, which aimed to not only raise awareness of climate change issues, but also offset the estimated 100,000+ tonnes of greenhouse gases produced during the Olympic and Paralympic Games. The Turin Organising Committee (TOROC) achieved a number of other notable environmental successes through its efforts to minimise waste, conserve fresh water, incorporate eco-friendly building designs, apply pollution-free materials in venue construction, recycle materials in the Olympic Village, establish a sustainable and clean-fuel transport plan, and utilise passive solar heating.

We know that Beijing 2008 has to tackle important environmental issues. These problems are linked to the impressive economic development in China. The Olympic Games have brought some of these problems to the surface, and encouraged the authorities to tackle them faster and more effectively as the City wants to present the best conditions to the world’s best athletes. Among the most notable initiatives are efforts to close down polluting factories in the city, eliminate 300,000 motor vehicles with high emissions, transform coal-burning furnaces to natural gas in the downtown area, forestation projects, and the control of dust particles from construction sites. These efforts are part of an ambitious programme aimed at significantly increasing the number of “blue-sky” days in Beijing by 2008. Directly linked to the Games is the construction of the venues according to high environmental standards or, as another example, the Olympic Village, which will use 6,000 square meters of solar heat collectors.
Catalyst for all stakeholders

The IOC’s role is also that of a catalyst, an engine that drives the Olympic Movement and its partners to be environmentally friendly.

For this we have developed specific guidelines that all Organising Committees of the Olympic Games have to follow from the candidature phase through the seven-year preparatory cycle.

The IOC has introduced the Olympic Global Impact (OGI) project, which has around 150 precise criteria to measure the impact of the Games, not only from an environmental point of view, but also from social and economic ones. For the environment, the OGI requires Organising Committees to assess 34 distinct factors over time. Twenty of those, including air quality, land usage trends and greenhouse gas emissions, have to be assessed in detail with clear instructions regarding the measurement procedures and calculation methods to be used.

The IOC’s concern, however, goes beyond the Games, and provides environmental stewardship for the whole sports movement. In 2005, we produced the IOC Guide on Sport, Environment and Sustainable Development, which provides concrete actions and programmes that others in the sport community can implement.

The IOC has also encouraged International Federations and National Olympic Committees to develop their own environmental guidelines.

The Olympic Movement’s worldwide TOP Partners are also using the Games in Beijing as an opportunity to introduce many environmentally responsible practices and products.

World Conference in Beijing

We are fully aware that despite all our efforts, even more has to be done. Sport can and must contribute to an even higher degree in the fight against global warming and climate change.

This conference in Beijing is an excellent platform on which to explore new ideas. I am particularly glad to see that we have managed to stage a highly professional forum across various cultures and different sectors. We are fully aware that the challenges that lay ahead of us cannot be resolved in isolation but only through joint activities. I therefore welcome in particular the TOP partners and government and non-governmental organisations that are participating for the first time in our conference, as well as members from university and academic circles.

May I appeal to you to set the bar very high and to challenge yourselves with new, innovative and daring proposals!

I would like to thank all those who have made this Conference possible: the local authorities, BOCOG, the Sport and Environment Commission and all of you who will contribute to making this a successful event.

Thank you.
4.2. Plenary 1 – Environmental Sustainability in the Olympic Games: From Concept to Practice

4.2.1. Opening presentation

Hein Verbruggen, Chairman of the Coordination Commission for the Games of the XXIX Olympiad

I am pleased to attend this important 7th World Conference on Sport and the Environment. It is inspiring to have such a remarkable group of experts here in Beijing to contribute their valuable knowledge. Your work over the next two days will help define new ways in which sport and the environment can mutually benefit each other.

They say that a diplomat is someone who thinks twice before saying nothing. I can understand the temptation to follow that example when speaking about the environment in Beijing. This magnificent city faces complex environmental challenges to overcome in a very short period of time.

I am not an expert on environmental matters. But as Chairman of the Beijing Coordination Commission, I am very aware that this is an area that is crucial to hosting a successful Beijing Games. I am also fully convinced that Beijing’s commitment to improving its environment is of the highest priority. Let’s remember that this work didn’t begin yesterday. The commitment began years ago, and we can see real progress in new green areas, technologies and municipal policies.

Looking at the historical big picture, the Beijing Sustainable Development Plan is a good example of advances made beginning in 1998. At a total cost of US $12.2 billion, of which US $3.6 billion already has been spent, 20 key anti-pollution projects have been implemented. They include the removal or alteration of factories, conversion of enterprises from coal to gas energy supplies and planting of green areas across the city. By the time the Games begin next year, over 200 polluting enterprises will have been relocated away from the Beijing city centre.

These improvements have been made at the same time Beijing has tried to accommodate dramatic growth in its economy. A major migration of people from the countryside to Beijing has posed difficult challenges, including an estimated 1,000 new automobiles registered in the city each day.

In spite of this development growth, almost 100 measures have been implemented to improve the quality of Beijing’s environment. Among them, air quality has received special attention. During the Olympic Games period in August next year, Beijing will have taken measures to reduce concentrations of SO$_2$, NO$_2$ and O$_3$ to levels in line with World Health Organisation (WHO) guidelines – in effect reducing particles in the air to qualities accepted in the world’s major developed cities.

Drinking water in Beijing will also meet WHO standards. Sewage treatment in the urban centre as well as satellite urban areas will reach 90 percent, with a reclamation rate of 50 percent.

Today, as we continue our mission of turning “plan into action”, I want to give you a more recent concrete example of how change is happening all around us in Beijing. It is also a simple example of how the Olympic Games can contribute to environmental sustainability.

In August, careful studies of air quality were conducted during the Good Luck Beijing test events. During four days of traffic restrictions between August 17th and 20th, the concentration of nitrogen dioxide in Beijing’s air was reduced by an average of 20%. The data that was gathered by monitoring groups will be turned into action for a revised “Air Quality Action Plan for the Games of the 29th Olympiad”.

Now, some people may say that one monitoring sample based on reduced traffic will only have a temporary local benefit. Not true. The Beijing Municipal Environment Protection Bureau stated that the test will become a “meaningful reference for long-term environmental protection management”. As the capital city, it will set an example for other cities in China.

This morning you will hear from Zhao Fengtong, Vice Mayor of Beijing. He will explain how the city has dedicated enormous capital and human resources to improving environmental conditions in Beijing, all part of its bid commitment. The benefits that Beijing and greater China will see from this will extend far beyond the closing ceremony next year.
What we are learning in Beijing will benefit future Olympic Games host cities such as Vancouver 2010, London 2012 and Sochi 2014 – which all have representatives here. This, plus the presentation today of the Torino Organising Committee’s sustainability report, is concrete proof that we are capable of successfully taking environmental sustainability in the Olympic Games from concept to practice.

As President Rogge wrote in a recent article, the Olympic Movement and sport can only be a catalyst for change. I firmly believe that where the environment in Beijing is concerned, we are providing a very powerful catalyst indeed. The example that we set through this conference, including the presence of Greenpeace China and the United Nations Environment Programme, adds more proof that the Olympic Games can be a universal catalyst for helping to create a sustainable environment.

On behalf of the IOC and the Beijing Coordination Commission, I thank all of you for the work you are doing to help create an environment that is healthier for sport, for the Olympic Games, and for people around the world.
4.2.2. Olympic Games: Environment, legacy and sustainable development

Gilbert Felli, IOC Olympic Games Executive Director

Key at Olympic Games

- Sustainability
- Environment
- Legacy

Trends

- From environment to sustainability
- From an OCOG / IOC initiative to an integrated local effort
- From Games’ focus to durable, customised legacies

Legacy: IOC Activities

- Legacy Technical Manual
- Monitoring of initiatives throughout Games’ lifecycle
- Compilation of past and present case studies
- Olympic Games Impact Study
Olympic Games Impact Study

- 100+ indicators
- 3 spheres
- 12 year period
- Transfer knowledge

Sustainable legacy: a complex task for OCOGs and partners

Musts

- Early collaboration and integration
- Clear actions and responsibilities
- Regular monitoring
- Flexible approach

Summary

- No "quick fix" approach
- Long-term planning and vision
- Post-Games benefits

Let's collaborate

- A look beyond Olympic Games
- Relevance for sports world
- World Conference as platform

Thank you!
4.2.3. The final TOROC Sustainability report

Valentino Castellani, TOROC President

“We wanted our Games to take a step forward in making progress towards sustainability....”

Agenda

- Figures of the Games
- TOROC Policies for Environment
- Operating tools
- Results
- Partnerships
- Legacies

Figures of the Games

Olympic Games

- 16 Days of competitions (10 – 26 February)
- 92 National Olympic Committees
- 3 Olympic Villages
- 2500 Athletes
- 2700 Coaches and Officials
- 5300 Members of the Olympic Family
- 10000 Media people
- 18000 Volunteers
- 900000 Spectators (of which 350000 in the mountains)

Paralympic Games

- 10 Days of competitions (10 – 19 March)
- 39 National Paralympic Committees
- 1 Paralympic Village
- 500 Athletes
- 600 Coaches and Officials
- 1600 Members of the IOC and IPC Family
- 1100 Media people
- 2300 Volunteers
- 160000 Spectators (of which 55000 in the mountains)
General Guidelines

- The Olympic Charter
- The IOC Code of Ethics
- The Agenda 21 of the Olympic Movement
- The IOC Sport and Environment Manual

Agenda

- Figures of the Games
- TOROC Policies for Environment
- Operating tools
- Results
- Partnerships
- Legacies

TOROC Policies for Environment

- The Green Card in the Bidding Phase
- The Charter of Intents
  - Drawn by an Advisory Committee (Values Committee)
  - composed by representatives of the most important organizations in the field of human and social rights
- The Environmental Advisory Assembly
  - A statutory body composed of representatives of local institutions of the main environmental associations.
  - Discuss and formulate recommendations to TOROC.
  - (21 sessions in the period 2001 - 2005)

Agenda

- Figures of the Games
- TOROC Policies for Environment
- Operating Tools
- Results
- Partnerships
- Legacies

The Operating Tools

From the initial planning to the Games Time
(cont’d)

- Strategic Environmental Assessment (SEA)
  - A regional law implementing an EU recommendation under the supervision of the Ministry of Environment
  - SEA Strategic Plans for:
    - Water Cycle
    - Land use
    - Mitigation and compensation works
    - Waste collection and recycling
    - Ecosystems
    - Quality of the new constructions
    - Transportation

The Operating Tools

From the initial planning to the Games Time
(cont’d)

- Environmental Monitoring
  - Applied to all the 46 Municipalities in the Olympic Area
  - The data collected, subject spatial and temporal analysis, were published every 6 months.
- The Environmental Management System
  - Created in conformity with ISO 14001 and EMAS Regulation.
  - Applied to the whole TOROC Organization and covering all activities.
  - TOROC is the first Organization in the Sport sector to apply EMAS regulation.
Agenda

- Figures of the Games
- TOROC Policies for Environment
- Operating tools
- Results
- Partnerships
- Legacies

Results (cont'd)

1. Sponsors and Sustainability
   Many sponsors accepted to share TOROC policies

2. Green Procurement
   All TOROC suppliers respected TOROC practices

3. ECO-label Program for Accommodation Services
   20% of the accommodation facilities obtained the Eco-label certification before the Games

4. Monitoring of the Olympic Works
   In cooperation with Agenda Tokyo 2006 about 100 audits were carry out in the Olympic constructions. TOROC was responsible for temporary constructions

5. The Waste Plan
   Increase in the quantity compared to normal (1200 tons collected) was dealt with reduction at the source and with the Prevention and Management Plan

Results

6. Transportation
   - 1200 Buses and 2700 cars
   - 930,000 spectators moved, of which 200,000 were brought to the mountains by train
   - Domestica Olimpica Montano (Free Mountain bus service managed by TOROC) with 8 hourly services for a total of 76,000 people at Games Time

7. Inert Materials Plan
   Reuse of excavation materials, mitigation of heavy vehicles traffic flow, new pit open for construction materials

8. HECTOR (Heritage Climate TORino)
   - Program Climate protection was a fundamental part of our policy. It was estimated that about 10,000 tons of CO2 equivalent would be produced by the Olympic Games and 15,000 by the Paralympic Games
   - Carbon credits were obtained by several Regional and International Projects.
   - The offset of the emission of greenhouse gas based on the principle of Kyoto protocol was certified by third party.
   - By April 2006 about 70% of the estimated emission was covered and at the moment all the amount was satisfied by the projects continued after the Games.

Agenda

- Figures of the Games
- TOROC Policies for Environment
- Operating tools
- Results
- Partnerships
- Legacies

Partnerships

- UNEP
  June 2003 – Memorandum of understanding signed and strategic cooperation followed

- European Commission
  - Community Regulation 761/01 EMAS
  - TOROC prepared guidelines for applying the EMAS System to Sport events.

- Local Partnerships
Agenda

- Figures of the Games
- TOROC Policies for Environment
- Operating tools
- Results
- Partnerships
- **Legacies**

Legacies

- Good practices on the Olympic Area left as a permanent culture.
- All the experiences and Projects passed to the Olympic movement as a challenge to improve in the future (Citius, Altius, Fortius)

“By showing unprecedented sensitivity to the Environmental implications of staging an Olympic event, ... TOROC has set a new benchmark in promoting Environmental sustainability through sport.”

Achim Steiner
UNEP General Executive Director
4.2.4. BOCOG: Fulfilling bid commitments

Shi Hanmin, Director of Beijing Municipal Environmental Bureau

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Environmental Protection in Beijing

--- Plan to Action

Shi Hanmin
Director, Beijing Municipal Environmental Protection Bureau
Oct. 26, 2007

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Beijing's Green Olympics Commitment

- Accelerate urban environmental pollution control
- Carry out daily monitoring on SO2, CO, NO2 and PM10, air quality during Olympic period in 2008 meet national standards and WHO guidelines; make continuous efforts to improve year round air quality
- Strengthen ecosystem conservation, improve aquatic environmental, launch environmental communication program
- Create rich environmental legacy

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Overall Program for Commitment Performance

- Green Olympics concept
- "New Beijing Great Olympics" strategy
- "Beijing Olympics Action Plan" and deadline, environmental pollution control program
- Large-scale environmental improvement program

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Action 1: Environmental Quality Improvement

--- Coal-burning pollution control

- Optimize fuel structure, clean fuel takes 59.85% in 2006
- Natural gas consumption: 4.7381 billion of 2007

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Action 2: Environmental Quality Improvement

--- Coal-burning pollution control

- 16,000 coal boilers under 14MW converted by this year
- 30,000 families electric heating by this year
**Action I: Environmental Quality Improvement**

**Vehicle emission control**
- Extend metro system, 140 km in operation, 300 km in 2010
- No. 5 line new in operation
- Lower bus and metro ticket

**Vehicle emission control**
- Euro I, Euro II, and Euro III emission standards 2 years ahead of national schedule, Euro IV in 2008
- 1.5 million polluting buses and 53,000 taxis scrapped in advance
- 4000 polluting buses, the largest fleet in the world
- 500 buses meeting Euro III or better before the Games

**Vehicle emission control**
- Oil gas pollution control in refueling stations, oil tank and reservoir before May of 2009

**Industrial pollution control**
- 144 polluting industrial plants closed or relocated
- Phased closing of Capital Steel Group commenced, 490 million capacity reduced this year, full stop by 2010
- Beijing Coke and Chemical Plant closed

**Industrial pollution control**
- Vertical coke furnace and clay-back production closed
- Desulfurization, dust control renovation finished in 4 major coal power plants, old modification on underway
- Other measures: energy saving & pollution reduction, circular economy, cleaner production, eco-industrial park
- Ovens of more stringent local emission standards
### Action I: Environmental Quality Improvement

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**Dust pollution control**
- 100 million m² floor area under construction
- Stringent environmental standards
- New machinery and process adopted in road cleaning

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**Construction of solid waste and wastewater facilities**
- Safe treatment of urban solid waste: 94.5% in 2006;
- 20 waste water treatment plants in operation;
- Wastewater treatment rate in urban and rural: 90% and 42%;
- Annual usage of reclaimed water rate: 360 million m³

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**Ecosystem conservation**
- Green buffers in mountain and suburb plain plus large green pieces in urban area;
- 2006 city-wide forest coverage rate: 34%; urban green coverage rate: 42.5%;
- 20 natural reserves, 8.2% of total territory;
- Programs including green coverage of sanding land, biomass coverage of bare farmland etc.

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**Improved monitoring system**
- Air quality monitoring network; new monitoring and control center;
- 31 venues and all Olympic area covered by fixed and mobile air quality monitoring stations

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**Achievements**
- Ecological environment keeps improving while rapid social and economic development during 2000 to 2006;
- Annual percentage of good air quality days increased by 17.6%;
- Annual SO₂, CO, NOₓ, PM₁₀ concentration decreased by 12% in average;
- Annual SO₂, CO, and NOₓ concentration met national standards;
- Air quality in August close to national standards in 2 successive years

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**Continuous Improvement of Environmental Quality**

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Action II: Transportation and Environmental Test

- Transportation and Environmental test: August 17 to 23 during Good Luck Beijing test event, odd and even number control, 1.3 million vehicles-off.

- Routine ground monitoring network.
- Comprehensive monitoring involving satellite, tower, optical remote sensing, air plane, etc. with national and local institutions.
- Multi-level and multi-approached monitoring on SO₂, NO₂, PM₁₀, etc.

- Meteorological observation data: similar meteorological process from Aug 16 to 21.

- Stable weather condition, low visibility with haze.

- Monitoring on vertical pollution distribution around 4th and 3rd RIng.
Action II: Transportation and Environmental Test

- Monitoring data by Beijing Environmental Monitoring Center:
  - comparison between Aug. 17 to 23 (with control) and Aug. 16, 21 (without control)
  - Air quality index: 91, 95, 96, class II (good) VS 116 (light pollution)
  - Daily average concentration of SO₂, NOₓ, PM₁₀ decreased by 15% to 30%

![Graph showing trend of pollutants concentration during the test](image)

Action II: Transportation and Environmental Test

- Interpretation of OMI remote sensing images:
  - Column: NOₓ concentration in Beijing area decreased by 17-29%, in average 29%

![Images showing Beijing NOₓ concentration distribution in troposphere by OMI](images)

Action II: Transportation and Environmental Test

- Vertical monitoring by tower at main height by Atmosphere Institution of CAS:
  - 20% decrease at 8 m
  - 30% decrease at 2.3 m
  - 33% decrease at 2.8 m
- Comprehensive evaluation by Optical Institution of CAS:
  - Concentration of NOₓ, CO, and PM decreased by 21%, 22%, and 30% respectively

Action II: Transportation and Environmental Test

- Monitoring by Peking University for study purpose:
  - Concentration of NOₓ and CO decreased by 21% and 23%.
- Airplane monitoring:
  - NOₓ concentration at 950 m height between 4th Ring and 5th Ring Road decreased by 30%
Action II: Transportation and Environmental Test

**Conclusion:**
Air quality in controlled days (Aug 17 to 20) substantially improved compared with the non-control day (Aug. 16). NOx, CO, and PM10 concentration decreased by 15% to 20%.

Action III: An Environmental-friendly Sports Event

**BOCOG ISO14001 Environmental Management System**

Full circle environmental supervision over Olympic projects

Action III: An Environmental-friendly Sports Event

- Environmental-friendly sponsors
  - Requirements on sponsors, law compliance, product, and service
  - Green Office
  - Energy saving, water saving
  - Tree planting
  - Using public transportation
  - Separate solid waste collection
  - Green purchase

Action III: An Environmental-friendly Sports Event

- Accommodation and food service
  - Energy saving in hotels
  - Law compliance in food processing
  - Green purchase in food and devices
  - Transportation service
  - Public transportation for operation
  - Low emission vehicles for Olympic service
  - Special super-low and zero emission zones

More findings:
- Pollution in industrial-intensified construction area higher than urban average even with decrease.
- More comprehensive measures needed for further improvement.

Great Success in the Test
Action III: An Environmental-Friendly Sports Event

- Games and Events
  - Avoid environmentally disruptive game
  - Protect tourism and cultural resources
  - Venue cleaning and waste management

- Protection of Urban Layer
- Commitment announced
- NO CDS
- Promote ODS submission
- Eliminate HFC-22 as refrigerant projects in advance
- Communication program

Action IV: Olympic Environmental Communication

- Large scale communication program to inspire full social-circle participation
- Green actions in school, community, and tourism
- Promotion of sustainable development by “Green Olympics” concept as core spirit in “New Beijing, Great Olympics” strategy

Action IV: Olympic Environmental Communication

“Green Olympics”, one of the three pillars of Beijing Olympic Games Environmental concept embodied in “One World One Dream”

- Mr. He Zhenkang in the program

Action IV: Olympic Environmental Communication

- “Green Olympics, Green Actions”
  - Volunteer dissemination group
  - School students “Green Dream”
    - Olympic school drawing contest
  - Colleague students “Olympic Dream Olympic Campus”

- Environmental IV course

Action IV: Olympic Environmental Communication

There is still a long way to go, more efforts to perform commitment;
Guarantee good air quality during the Games;
Create rich environmental legacy for the city and the world!
4.2.5. VANOC Sustainability Management and Reporting System (SMRS)

Ann Duffy, Sustainability Management and Reporting Officer

Sustainability in practice at the 2010 Winter Olympic and Paralympic Games
Sport and Environment Commission
Beijing, October, 2007
Ann Duffy
Corporate Sustainability Officer
VANOC

VANOC's definition of Sustainability

Managing the social, economic and environmental impacts and opportunities of our Games to produce lasting benefits, locally and globally

Sustainability is how they inter-relate
At VANOC it touches everything we do

VANOC Mission and Vision

Mission
“To touch the soul of the nation and inspire the world by creating and delivering an extraordinary Olympic and Paralympic experience with lasting legacies”

Vision
“To build a stronger Canada whose spirit is raised by its passion for sport, culture and sustainability”
Business Planning Phase

“Integrating Sustainability across the entire organization”

2006 and early 2007

Six Sustainability performance objectives
Based on the bid & stakeholder input

1. Accountability
2. Environmental Stewardship and Impact Reduction
3. Social Inclusion & Responsibility
4. Aboriginal Participation & Collaboration
5. Economic Benefits from Sustainability
6. Sport for Sustainable Living

Governance for Sustainability at VANOC

Board of Directors
- Board Sub-committee for Sustainability
- Board Advisory Committee for Sustainability

VANOC divisions defined their sustainability commitments:
- Finance
- Revenue, Marketing & Communications
- Services (Operations and Concessions)
- Sport, Paralympic and Venue Management
- Technology
- Venue Construction
- Workforce and Sustainability

1. Execution on Accountability

WHAT + HOW = RESULTS

VANOC Sustainability Report

Sustainability Management & Reporting System

ISO 14001, GRI, AA1000, past experience, input

2005-06 VANOC Sustainability Report

Annual reporting on Non-Financial Performance

Vancouver2010.com link:
www.vancouver2010.com/sustainability
2. Environmental Stewardship and Impact Reduction

Environmental Conservation and Green Buildings

- Applied Canadian LEED standards to venues & villages
- Completed Business Case on LEED Silver and Gold levels

Practical Examples of Sustainability in Action – so far

From 2005 to current

Whistler Nordic Competition venue

Low Footprint
- Improved biodiversity values and made the Whistler Nordic Alpine Venue footprint more compact
- Zero Waste Goal
- Handled wood waste on site during construction of mountain venues

Alpine Skiing Whistler Creek side

Freestyle Skiing & Snowboard Cypress Mountain

Energy and Climate

Taking the Carbon Neutral Games Challenge

1. Design venues right:
   - LEED design minimizes energy use
   - Gold Green Building Standard for Campus 2010

2. Operate efficiently
   - Traffic and transportation management plans
   - Waste management
   - Workforce / Partner engagement
   - BCOOG, VANOC, IOC, UNF

3. Plan offset program with Olympic Family and public
   - Commissioned study on Greenhouse Gas Management Program
3. Social Inclusion and Responsibility

Accessibility
- Barrier-free design incorporated in new venues
- Accessible workplace & website

Contributions to Inner City Communities
- 260 non-market housing units in Vancouver Athletes Village
- Deliver training, jobs and business opportunities with partners & sponsors
- Support "Legacies Now" and Inner City groups
- Torch relay: legacy sport equipment

A Safe Place to Live
- Establishing Olympic Family Accommodation Plan to avoid negative inner city impacts

A Good Place to Work
- Focus on workforce orientation, training, health, safety, wellness, and ethical conduct

Workforce Games Time:
- 1,400 full-time
- 3,000 part-time
- 26,800 volunteers
- 3,500 temporary
- 10,000 contacts
- 16,000 ceremonial participants
- Total count over 50,000

4. Aboriginal Participation and Collaboration

Four Host First Nations Protocol:
- Indigenous Peoples Partner status - a first

Economic Development:
- Economic opportunities at Nordic Centre
- Sponsor contribution to a Cultural Centre
- Mark agreement & Logo launch
- Royal Canada Mint Coin

Sport Development
- First Nations Snowboard Team

Culture and Awareness
- National launch of Aboriginal sport posters
- Look and naming of venues and facilities

5. Economic Benefits from Sustainability practice

Launched Buy Smart Program: Sustainable Purchasing
- Code of Conduct with Licenses
- Sustainable Procurement with Suppliers
- Sustainable engagement with supply chain and NGOs
- Supporting an outreach program with Government and NGOs

Showcasing Solutions
- Venues are demonstration sites of sustainable innovations and attributes
- Establish Sponsor Council to expand profile and impact

6. Sport and Sustainable Living

Venues
- 2010 Games Operating Trust
  - Established by Government Partners (from $110 to $134 Million)
  - Focus on athlete and community needs for the long-term
Sustainable Living

Initiated research on Sport for mobilizing awareness and action on sustainable living in Canada

Implementing Sustainability in the Operational Phase

Now (2007) to 2009

Testing and going Live!

- Sustainability management procedures for Competition Venues
  - (operational in late 2007-2008)
- Test Events
  - February 2008 - Alpiner ski venue
- Games Time Operations Planning
4.2.6. LOCOG: Implementing sustainability

David Stubbs, LOCOG Head of Environment and Sustainable Development

Towards a One Planet 2012 - implementing sustainability

4.2.6. LOCOG: Implementing sustainability

David Stubbs
Head of Environment and Sustainable Development
London Organising Committee of the Olympic Games and Paralympic Games (LOCOG)

Presentation outline

- Towards a One Planet 2012 – our vision for sustainable Games
- Highlights and key challenges for implementing sustainability
- Maximising sustainability outcomes

Sustainability is central to London 2012 vision

First sustainable Games

We want London 2012 to be the first sustainable Games, setting new standards for major events. Being sustainable means thinking about people’s present and long-term needs, improving quality of life, creating a healthy and thriving natural environment. London 2012 has been working closely with the Global Compact and the United Nations Environment Programme to create a more broadly, the way in which we can focus on human rights and sustainable development as a platform to highlight global issues and climate change.

I am focusing on the key areas throughout the Games to embed the lessons and infrastructure, saying:

Location of the Lea Valley

- Southern end of 50km ‘green corridor’ – eventual link to Thames
- River valley ecology
- Degraded and polluted industrial land and waterways

Deprivation

The Olympic Park is surrounded by some of the most deprived communities in the UK.

Key indicators:
- Health
- Education
- Crime
- Employment and skills
- Access to greenspace
- Sport facilities

Composite London Index: darkest shading represents greater deprivation – source GLA
London Plan Key Diagram

East London to focus for large-scale regeneration, invited investment and major new transport infrastructure.

The Olympic Park site in 2005

Olympic Park centrepiece for London 2012
Games and catalyst for a sustainable legacy

Legacy parklands will form the foundation for new sustainable communities

Sport is the vehicle and inspiration for achieving this legacy

sustainability
London 2012 Sustainability Policy: 5 key themes

- Waste
- Biodiversity
- Climate change
- Inclusion
- Healthy Living

Implementing sustainability: key ingredients

- Central to vision from the outset
- Continuity of purpose
- Programme wide approach involving all official Stakeholders
- Throughout all phases:
  - Preparation
  - Games
  - Legacy
- Embedded into organisational policies, structures and processes:
  - Integrated planning of Olympic Games and Paralympic Games

Implementing sustainability: key ingredients

- Identify key intervention points
  - Strategy & Programme Management
  - Procurement and Commercial
  - HR induction and training
- Transparency and reporting
- Information management
- Independent assurance
- Commission for a Sustainable London 2012
- Partnership and engagement
- Telling the story

Strategic location for public transport Games

- Olympic Park connected by two rail lines
- Capacity of 240,000 passengers per hour
- 80% of all spectators for the Park will be by rail
- International high speed trains from Continental Europe to Olympic Park and central London
- Active Traveler Programme
  - Cycle and walk
  - Green Travel planning

Sustainable Venues 1 – using existing venues

- Lords
- Excel Centre
- The Dome
- Wembley Stadium
- Dorney Lake

60% of London 2012 Competition Venues already exist

Sustainable Venues 2 – new permanent structures built for legacy

- Main Stadium
- Aquatic Centre
- Velodrome
- Olympic Village
- Media Centres

The ‘Big 5’ venues will be in the Olympic Park
**Sustainable Venues 3 – Temporary, relocatable structures**

Designed for disassembly and reuse

**Sustainable sourcing**

- **Key principles:**
  - Use of secondary materials
  - Low embodied impacts
  - Healthy materials
  - Responsive sourcing
    - Ethical Trading Initiative Base Code
    - Suppliers Ethical Data Exchange (Sedex)

Ethical supply chain management is a critical issue for Olympic and Paralympic Movement

**Key challenges:**

- Food, timber, clothing, merchandise...

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**Low carbon Games**

- **Focus on lifetime energy use in permanent venues**
  - Reducing energy use
  - Using renewable energy sources
  - Using low carbon technologies
- **Focus on embodied carbon for temporary venues**
- **Low Emission Zone criteria**
  - All venues
  - Vehicles and fuels for official fleet
  - Driver training

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**London 2012 carbon footprint boundaries**

- **Direct**
- **Shared**
- **Closely associated**
- **Weakly associated** (Out of scope)

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**Reducing carbon emissions: tracking progress**

![Graph showing carbon footprint tracking progress](image)

- **Reference Scenario**
- **Actual**
- **Target**
- **% Cap**

---

**involve**
Sustainability Partners

- All London 2012 Commercial Partners must comply with LOCOG’s sustainability policies.
- Special designation of Sustainability Partner for companies which commit to:
  - Provide products essential to the Games and which offer a significant sustainability benefit.
  - Support specific LOCOG sustainability projects.
  - Make sustainability the primary theme of their partnership activation (promotion).

The Games are a unique opportunity to inspire and involve young people in a sustainable future.

- London 2012 One Planet Education Programmes
- Integrating sustainability into Cultural Olympiad
- Making the link between environmental quality, sport and healthy living

2012 Outcomes – the five legacy promises

- Make the UK a world-leading sporting nation
- Transform the heart of East London
- Inspire a generation of young people to take part in local volunteering, cultural and physical activity
- Make the Olympic Park a blueprint for sustainable living
- Demonstrate the UK is a creative, inclusive and welcoming place to live in, visit and do business.

opportunity

Sustaining the legacy

Benefits

Maximum

Reasonable?

No Legacy

Time

Communities living, working and playing in new neighbourhoods

With new sport facilities integrated into the legacy parkland
A legacy of green spaces, habitats and playing fields
More safe, green spaces for recreation and physical activity

A Living Legacy
Olympic and Paralympic Games less a few weeks –
Games legacy lasts many decades

www.london2012.com
4.3. Parallel A – Expertise & best practice from International Federations

4.3.1. Complementing IOC-UNEP activities by MOUs with IFs and other organisations

Eric Falt, Director of the UNEP Division of Communication and Public information

UNEP’s relationship with the IOC has gone from strength to strength over the years. In fact, I can safely say that with this World Conference – the third jointly organised by the IOC and UNEP – the relationship has reached new heights.

Yesterday UNEP released its environmental review of the preparations for the 2008 Olympic Games, something it could not have done without the wholehearted support of the local organising committee and the IOC.

Over the years we have seen environmental considerations gain in profile and meaning in Olympic preparations, and I think this trend is going to continue. Torino set new standards in 2006, standards that I feel Beijing is working very hard to equal, and I see the same commitment from Vancouver.

Our relationship with the Olympic Movement has been the core and foundation of our work on sport and the environment, but over the years our focus, and our range of partnerships has expanded considerably.

COMMONWEALTH GAMES

On the way here I stopped in Pune, India, to sign the latest of a growing number of MoUs that UNEP has with sporting federations and organisations. The partner in this most recent MoU is the Organizing Committee for the 2008 Youth Commonwealth Games in Pune, and the 2010 Commonwealth Games to be held in New Delhi.

Together we will work to incorporate environmental considerations into the planning and staging of both the Youth Games and the Commonwealth Games.

The MoU covers a number of important joint activities: For the Pune Games, it focuses on an environmental programme on waste management, an anti-litter campaign, and sustainable transport.

The environmental aspects of the Delhi Games include a greening programme on waste, water and transport, and a special reference to green procurement, ozone-friendly initiatives and carbon mitigation and offset.

In both the Youth and the Commonwealth Games, attention will be paid to creating public awareness to ensure that environmental issues are brought to the attention of participants, the audience and other stakeholders.

On Monday, I will also be in New York with UNEP Executive Director Achim Steiner to sign a Memorandum of Understanding with the Vancouver Organizing Committee to strengthen environmental performance at the 2010 Winter Games and increase public awareness of the importance of environmental protection and sustainable development.

Under the agreement, UNEP may advise VANOC on environmental issues including ozone-friendly chemicals, waste management, “green procurement” and greenhouse gas emissions.

OTHER PARTNERS

Ladies and gentlemen,

These are just two recent examples of a growing number of partnerships. During the FIFA World Cup in 2006, we worked with the local organizing committee on a number of initiatives under the Green Goal umbrella.
We are also developing close links with the International Association of Athletics Federations (IAAF) and the International Motorcycling Federation.

FIM is currently considering an interesting project on mitigating the sport’s carbon footprint. It would apply to all of their events and, if adopted, would in my view be revolutionary in a sport particularly prone to potential criticism.

I feel we can all learn from this proposal. It is not uncharted territory. Torino had its Heritage Climate Torino (HECTOR) project for the XX Olympic Winter Games, and FIFA had its Green Goal programme.

But here we have, for perhaps the first time, an entire sport looking at ways of reducing and offsetting its carbon emissions. And I think it is significant also that this is a motor sport.

It is early days, but what I understand that FIM is proposing is to offset its emissions through buying carbon credits – which is a growing area that combines environment and development. On its largest scale it is an important tool under the Kyoto Protocol, but it also has many offshoots whereby cities, states or industries are investing in projects that promote renewable energy projects or support sustainable forestry. Now we see a sports federation considering adopting the same tools.

The other area where FIM is preparing to engage in is investing in a working group to look at alternative fuels for the sport. This, too, is an exciting prospect.

PRIVATE SECTOR

Ladies and gentlemen,

So far, I have only talked about sports associations. UNEP also closely engages with the private sector. We have forged close links with the sporting goods industry as part of our longstanding relationship with the Japan-based Global Sports Alliance, led by my good friend Tatsuo Okada, who I am sure many of you know.

The biannual Global Forum for Sport and Environment that we co-organize provides excellent opportunities for bringing a wide range of interested parties together to share ideas and create new initiatives.

In Lahore in 2004, we were able to make an impact on the environmental practices of Pakistan’s sporting goods manufactures who manufacture the majority of soccer balls on this planet.

In discussions with GSA, we have agreed that we will work to bring the issue of climate change, and how to reduce the carbon footprint of the sporting goods industry, to the top of our agenda.

CIVIL SOCIETY

This, ladies and gentlemen brings me to the final major group with whom we have developed excellent relations, namely the world of non-governmental organisations.

In all our dealings with sports associations, such as local organising committees for Olympic Games, we emphasise the importance of getting local and international NGOs onside. This is for two reasons. First, they are interested anyway, and their constituency is ours and yours too – the people of this planet. Secondly, they represent a committed, hard working and knowledgeable sector of society from whom we can all benefit.

Thus, when you look at our Beijing Review, you will see that we have devoted space at the back for three international organisations with a strong local presence – Greenpeace, Conservation International and WWF. I think you will also note that the tenor of all their interventions is constructive; they are offering advice and help which I certainly think would be wise to capitalise on.

All have good substantive suggestions for complementing BOCOG’s activities, here in China, as well as monitoring environmental performance of this local organizing committee as well as the Olympic Movement in general.
I would also like to mention the work CI has done here in China to provide tools to help BOCOG and its partners, as well as the general public, to understand, monitor and offset their carbon emissions. This is something that our review of the preparations for the Beijing 2008 Games highlights as an area where we feel BOCOG could do more.

CONCLUSION

In conclusion, ladies and gentlemen, I will refer back to the title of my presentation: “Complementing IOC-UNEP Activities by MOUs with International Federations and Other Organisations”. All these examples complement UNEP’s work with the IOC. They strengthen our programme and further entrench environment as a key factor of organising sports events.

Over the years we have created a momentum. Now I feel we must accelerate.

Yesterday we heard from the IOC President Jacques Rogge. He said, and I quote: “May I appeal to you to set the bar very high and to challenge yourselves with new, innovative and daring proposals!”

So, ladies and gentlemen, this is my proposal for you:

This is the year that Al Gore and the IPCC won the Nobel Peace Prize for their work to highlight the very real perils of climate change.

Let us, here at this conference, make it the year that the IOC says that it, too, will take a strong and substantive stand on climate change.

Earlier in my presentation I talked about UNEP’s MoU with VANOC. It is worth noting that VANOC has the stated goal of staging a carbon-neutral Games.

My feeling is that the whole area of addressing climate change by individual and collective actions is a growing movement that we have to embrace, just as VANOC has done.

Let us ask that, from now on, all Olympic City bids must demonstrate that they can host a carbon neutral Olympics, and that they will have to meet that commitment once they have won the bid.

Let us make this the legacy of this conference as we consider the Beijing Declaration that we will publish tomorrow.

Thank you.
4.3.2. Case Study: International Association of Athletics Federations (IAAF) Green Project

Fekrou Kidane, IAAF consultant

If there is one subject which holds no secrets for anyone, it is sport. Whether traditional games or modern sports, team or individual, they have always been associated with nature and an ideal environment. According to Dr George Tohme, “physical effort must be followed by a time of rest and muscle relaxation, intellectual work by sleep for the mind. The time of rest must naturally not be turned into time when we get tired doing nothing. We must know how to go for a walk, sleep under a tree, dream on the grass, practice sport, go fishing, breathe in the smell of the sea, sniff that of damp earth, or contemplate the sunrise or sunset”. In times past, human beings had only nature as their partner for practising sport or their favourite game. Swimming in lakes and rivers, running or walking through the fields and galloping on horseback were their distractions. Today, cycling, mountain climbing, trekking, diving, surfing or jogging bring us into contact with nature in a different way.

It is obvious that sports like athletics, in particular cross-country running, golf or equestrian sports, are more closely linked to nature than others. On the island of Tuvalu, for example, the only ground available was used to land propeller planes, and for football and rugby matches. The lack of equipment and material at the time did not prevent some people from practising athletics on the same piece of ground, making hurdles out of bamboo or using coconuts as discuses or shots. The essential point is nonetheless that human beings become sportspeople, and aspire to live in peace in an unpolluted world, protect fauna and forests, rivers and lakes, plants and animals for their own well-being, and preserve the natural world which is a source of joy as well as food and drink.

For the man who created the modern Olympic Games, Baron Pierre de Coubertin, nature was also important. “In the beautiful pine forest that scales Mount Kronion, we can easily imagine the long avenues of plane trees along which the athletes and pilgrims once came”. Unfortunately, the fires which ravaged Olympia recently did not spare the plane trees. It would be good if the Olympic Movement could lend its assistance to the replanting of Olympia, so that pines and plane trees might once again grow in memory of Pierre de Coubertin.

After the United Nations Conference on Environment and Development wildly known as the “Earth Summit” held in Rio de Janeiro, Brazil from 3-14 June 1992; the IAAF along with the other International Federations and participants, signed the “Earth Pledge” (which is a commitment to protect the earth and find ways to halt the destruction of irreplaceable natural resources and pollution of the planet) the same year in Barcelona on the occasion of the Games of the XXV Olympiad, in the framework of an initiative undertaken by the International Olympic Committee. Since then the IAAF continued participating in the global effort of the Olympic Movement in the protection of the environment.

Helsinki’s ECOMASS

It was in 2005, on the occasion of the 10th IAAF World Championships in Athletics held in Helsinki, Finland, that the Federation was directly involved in an ecological study related to athletics. The project entitled ECOMASS which stands for Eco-Efficient Mass Event Manual, a management strategy that links financial and environment performance, in order to create more value with less ecological impact. In practice, it translates the efforts in reducing material and energy consumption, logistics optimization, promoting the use of low-emission vehicles and the use of public transport; and compensating the remaining CO₂-emissions.

The ECOMASS project in Helsinki dealt, therefore with managing the environmental impact of athletics (athletes and IAAF), education and procurement, sustainable tourism, waste management and catering services, water and energy use/management, CO₂-emissions calculation, verification and evaluation of the process and indication to best practices and future applications.

The ECOMASS project was undertaken by the Helsinki University of technology under the leadership of Ms. Salla Koivusal. The Eco-Efficient Mass Event Manual was presented at the 14th Session of the United Nations Commission on Sustainable Development (UNCSD) in New York in May 2006. The UNCSD is the UN high-level forum for sustainable development issues established by the UN General Assembly to ensure effective follow-up to the United Nations Conference on Environment and Development. That session focused on progress made in the areas of Energy for Sustainable Development; Industrial Development; Air pollution/Atmosphere; and Climate Change.
The ECOMASS project was mainly funded by Finland public authorities, the European Commission and the IAAF. The Manual is published in English and French, and has been distributed to all National Athletics federations and concerned parties.

Mombasa’s Green Cross-Country event

It was in pursuit of environmental requirement that Kenya Athletics in conjunction with IAAF commissioned the President of the Green Africa Foundation, Mr. Isaac P. Kalua, to draw up a comprehensive guidelines and environmental objectives to mark the 35th IAAF World Cross-Country Championships hosted last March in Mombasa, Kenya.

The waste management programme included food and beverages catering services, street cleaning, efficient waste sorting systems, collection and recycling of used water bottles.

A joint venture between the United Nations Environment Programme (UNEP) and the Green Africa Foundation was carried out in formulation and implementation of mitigation measures in abating the increase of CO₂ emissions before, during and after the event.

The pre-event activities included the planting of “ASHOKA TREE” whose botanical name is SARACA INDICA, picked due to its beautiful foliage which are evergreen and its fragrant and uniform growth pattern. The tree planting session involved athletes, IAAF President and Council Members. A total of 650 trees were planted around the course where the Championships were staged.

The Mombasa City Council has taken over the green project after the event, by replacing the vegetation that has worn out, in order to keep a green and clean ground. Brochures with environmental information on green practices, energy saving tips, resource consumption control, eco-friendly waste disposal, were distributed to all participating athletes. An education centre set up at the event area, provided the general public, information on the care and protection of the environment, and related issues.

The results achieved in Mombasa demonstrated that Kenyan Athletics has grasped, thanks to green Africa Foundation the opportunity to present itself as the first African Sport entity that is friendly to the environment and sporting activities.

The adverse environmental effects that are inevitably associated with organizing any major sporting event were therefore kept as low as possible. The IAAF supported the project with financial assistance.

Osaka’s Green Project

In order to make active contribution to improving environmental situation, ensuring an eco-activism at the 11th IAAF World Championships in Athletics which was held in Osaka Japan from the 25th August – 2nd September 2007, the Local Organizing Committee succeeded in undertaking several eco-friendly initiatives.

Basic physical exercise such as “running,” “jumping” and “throwing,” which doesn’t require a special environment represents the simplest actions for human beings which is a very origin of Athletics.

In the real life however favourable environments to practice athletics are not provided equally for all the world population. Environmental disruption has been aggravated to an incredible fast pace due to incremental carbon dioxide emissions, serious deforestation and desertification, destroying the irreplaceable nature of ecosystems.

The Osaka Local Organizing Committee has innovated its greening campaigns by a fundraising drive to finance its tree planting activities and research undertakings in cooperation with Osaka University, on cutting down of printing results, recycling papers and voc ink, bio-tech toilet and returnable containers.

Besides the event management for the good Earth where you can run, jump and throw, various ecological measures were implemented.

The greening campaigns involved the local authorities, the volunteers and the public at large.

The planting of poplars trees at Nagi Stadium by each of the world champions, after their victories promoted significantly the greening activities during the championships.
The Presidents of the IAAF and the Japanese Athletics Federation and the Mayor of Osaka were also involved in the tree planting activities.

It is hoped when the trees grow, it will make an avenue of poplars.

The symbolic tree seedlings were also handed to the next organizing committee of the IAAF World Championships in Athletics, which will take place in Berlin, Germany from 15-23 August 2009. *It is expected that the organizers in Berlin will build on the commitments made in Osaka and make environmental protection a top priority. This should also continue in the future Championships as well, and all IAAF competitions.*

The Osaka green project was also highlighted by Sarah Brightman’s special song entitled “Running” which was played as theme song for the Championships. Ms. Sarah Brightman has been appointed as the first IAAF Green Project Ambassador to help raise awareness for global environmental issues.

President Lamine DIACK believes that the IAAF green project will only be successful, when it will be implemented by all national federations and the organizers of all athletics championships, as a first step by including a tree planting exercise, as well as an environmental preventive education activities and distribution of materials linked to nurturing sustainable lifestyles.

At the national level, the IAAF has provided funds in 2004, to the athletics federation of Burundi, for a tree planting activities on the occasion of a Peace Torch Relay across the country initiated by the Head of State.

The IAAF will launch in the near future, symbolic projects like walking or running for peace which will also include tree planting in countries affected by civil wars and inter-regional conflicts. It is important to note that environmental problems have no boundaries, and if the deterioration of the global environment continues at the same pace as it is now, we may have serious problems to practice athletics.

Athletes and representatives of sport federations have to try and make a modest contribution to raise awareness on environment problems and at the same time be engaged in symbolic demonstrative initiatives like tree planting projects with the hope to contribute to a clean and healthier planet for all.

It is said that each human being has two countries: his own and the planet earth. That is why the President of the IAAF strongly believes that it is important to work together with affiliated member federations, athletes, local authorities, and corporate partners, to protect the environment, so that humanity can enjoy athletics for generations to come.
4.3.3. Case Study: International Ski Federation (FIS)

Erwin Lauterwasser, FIS Environment consultant

FIS – Engagement for the Sustainability of Skisport

Skiing is a fascinating sport. In a large number of countries on this earth skiing is part of the cultural heritage. Skiing started in Norway centuries ago and testimonials show that men used ski a long time before. Actually more than 100 national associations are members of the International Ski Federation, FIS. Skiing requires cold and snow in the nature. That means this sport depends on an intact landscape and the appropriate climate. Therefore the sustainability of these elements is an essential goal of the FIS. Environmental policy became of general importance at first during the late decades of the 20th century but already in 1988 at the FIS Congress in Istanbul environment was part of the reports. The “United Nations Conference for Environment and Development” in Rio de Janeiro in 1992 dealing with the protection of the climate and forests of the earth had called upon the nations as well as the national and international federations to safeguard a careful treatment of the environment. Within the Council of the FIS a statement of principles, the so-called “Mainau Manifesto” was elaborated and the FIS Congress in Rio de Janeiro in 1994 unanimously adopted it as a resolution. This was the first resolution of a global sport’s federation on this matter. The FIS obliged its members to make every effort to ensure the sustainability of skisport with all positive aspects, its benefit for the people in the mountain regions and to reduce the impact on nature and environment. With the title “Mainau Manifesto” goals were taken up which the Swedish Count Lennart Bernadotte, owner of the Isle of Mainau, published already in 1962. Then a circle of far-sighted personalities elaborated the “Green Charta of the Isle of Mainau” comprising all aspects of modern environmental policy, to say it in one sentence: “Sustainable environment for the future of men”.

FIS appointed an environmental group to advise the Council and to draw up ecological guidelines for candidates for the FIS World Ski Championships. During the FIS Congress in Prague, 1998 the Council adopted the guidelines. Since then they have been an important factor in the evaluation of the bidding for Ski World Championships and an ecological expert is member of the inspection team. FIS values the approval of this resolution by the national associations. As a result of this accordence, its power and influence is on the member associations to set up ski competitions in an environmentally sound manner. In this view, the understanding of national and continental differences is essential. Standards that apply to the Alps are not applicable in the same manner to North America, Russia or Australia. The social, cultural and economic importance of the winter season varies from area to area. It would be a mistake to regard everything from only one perspective. As different as the ways may be, the goals must be defined uniformly. All national associations depend on the development of skiing and want to ensure its long-term future. It is only possible if the basis of the sport is preserved and not put in jeopardy by the sport itself.

If the World Ski Championships are the focus in the following report, I underline that the same goes for other less important competitions and in principle for skiing in general. There is the chance of using major sport events to promote environmental goals.

Objectives

The general objective is: The World Ski Championships have to be carried out at a high sporting level, integrated in the traditions and the culture and with careful consideration for nature. Therefore the organisation requires modern environmental management which must be integrally applied to the preparations, the carrying out as well as to the post-assessment of the World Championships. This means all important decisions of each department must base on precautionary principles.

This is to be seen in essential points:

• Low rate of interventions in nature and landscape.
• Compensation measures as an essential element of the total conception.

• Post-use of the facilities and the infrastructure.

• Temporary installations if there is the demand of facilities which are of no use after the championships.

• Careful use of all resources.

• Reducing the use of energy in every case.

• Minimizing impacts of traffic.

• Waste conception according to modern demands.

Extensive communication in these questions increases the acceptance of the FIS Championships, motivates the members of the organisation and the public and emphases the importance of environmental care.

The binding together of sport and culture in harmony with the environment should set an example for the sustainable target of major sport events and should help to increase the sympathy with the engagement in environmental interests in general.

Concrete Issues

The organising committee should set up an independent department for environmental questions and nominate a chairman on this matter.

In agreement with the organising committee board, the environmental questions chairman names members who are experts in particular fields.

The department acts as an advisory group to the organising committee board in all environmental questions and proposes the necessary measures. For their realisation, the calculation of costs is to be made and the board provides the appropriate budget. Within this scale the department decides on the intended environmental measures.

The environmental department proposes to the board an advisory committee of competent specialists and members of environmental associations. This “round table” will be very important in clearing controversial positions if it gets sufficient influence in minimizing the rate of intervention in nature and landscape.

Environmental care is a cross-section duty in all fields. Therefore the environmental department has to be in contact with all other departments and has to be consulted in all relevant questions.

The Measures

Building Measures
The very early influence on building measures is really important to ensure implanting ecological criterias from the beginning of the planning. This is especially reasonable when the venues must be constructed totally new and will affect particularly soil and vegetation. The building of cross country tracks with an extensive system of snow making as well as the building of ski jumping stadiums and even more alpine courses have to be supervised by ecological engineers in order to have only minimal impacts. I can imagine that this will be one of the most important steps in building all the new courses in Sotchi.

Compensation Measures
They have to be made in agreement with the appropriate administrations of nature protection, water-supply and forestry. A careful carrying out is an important factor of confidence between sports and environment people.
**Energy**

Minimizing the demand of energy is a general task. As we know producing energy is one of the deciding factors for the emission of carbon dioxide. Therefore all chances to use renewable energy should be taken into account.

In carrying out every kind of major championships, the need of energy for traffic is mostly the biggest environmental factor. Therefore its reduction is a main request. Not without reason there are reflections on measures to compensate this impact.

The production of snow is the specific point of skiing sport. With the warming climate snowmaking has become more and more important. It is the fact that competition courses often cannot be prepared without man made snow. The technical aspects of this matter improve rapidly with the objective of higher efficiency in critical temperatures but for a better economical and ecological result, too. FIS is gathering knowledge of the progress and experiences in this matter globally and distributing the results to the acting persons continuously.

**Water**

World Ski Championships are carried out in regions with high resources of water that normally are sufficient for snow making, too. Nevertheless the water regime obliges using it economically to avoid its shortage in other consumption or in sensitive creeks and so on.

**Waste Management**

Waste management is to be brought up to date. In any case avoiding waste and recycling have priority to clearing away.

All over the area of the sports venues and the accompanying events, a net of waste collecting facilities with sufficiently big trashcans for seperating the waste should be set up.

Waste management is a good possibility to involve young schoolboys and -girls. FIS has best experiences thereof in Scandinavia, Switzerland and Germany where the stands – “Waste Points” – had been occupied with specially trained boys and girls acting as “Eco-Guides”. They were all dressed the same to be easily noticed. The responsible leadership was given to teachers who promoted this engagement in environmental questions to a larger extent.

It is important to oblige the operators of catering stands to reduce packaging and non-returnable dishes and glasses.

Clean championships and competitions require caution concerning sewage and sanitary. Therefore the sewage disposal and the sanitary installations must correspond to the number of spectators and involved persons during the events.

**Traffic**

Normally a special department plans and secures trouble-free and eco-friendly traffic with the first goal to restrict the individual traffic.

Private cars have to be kept outside the venues. Therefore as large as possible parking areas have to be provided at a long distance from the stadiums as well as the necessary shuttle service for the spectators from there.

The promotion of railway and bus transportation is very relevant. Good value for the tickets – better combined tickets including transport and entrance-fee – frequent trains and a close distance from the station to the venues offer a very comfortable visit to the different competitions.

**Communication**

The environmental topic should to be promoted in a friendly and pleasant manner in order to win people’s acceptance and help. Good communication may more and more improve the understanding of the sport’s interest to have a good balance with the environment and sustainable development. Every chance to arouse the understanding should be used above all in the cooperation with the media. Not least, the speakers in the stadiums can fill up breaks with interesting information on this matter.

**Auditing and Certification**

The foundation “pro natura – pro ski” in Liechtenstein elaborated a system for “Auditing of Ski Areas” in order to improve the environmental situation in such regions. FIS supports this foundation and collaborates with representatives of nature protection organisations and authorities in the board. The foundation will offer an award for environment friendly managing of ski resorts.

Organizers of major ski competitions aim to be certificated following ISO 14001.
Climate Changing
Of course skisport will be affected by the global warming. Some ski resorts will have only less or no more chances in future. Others will be winners. FIS knows that the warming up is a real trend with flexibilities. There will be changing temperatures in changing time and surely we shall have cold winter seasons with lots of snow, too.
But there is no reason to underestimate the situation. FIS is watching the development carefully and supports together with the German Ski Association the research of global warming.
In accordance with Nicholas Stern, FIS is convinced that all possible measures should be done to minimize harmful gases but it is not less important to adapt future planning to this process. That means to avoid investments in regions without positive aspects for ski sport. All elements of minimizing impacts and the possibilities for adaptation will be important in the evaluation of candidates for major championships.

Erwin Lauterwasser
FIS Environment Advisor
Rosenweg 2
79199 Kirchzarten
Germany

Tel. +49 7661 98 05 04
Fax. +49 7661 98 05 03
Mobile +49 171 205 1821
Mail e.lauterwasser@t-online.de
4.3.4. FIFA Green Goal Successes

Christian Hochfeld, Deputy Director, Oeko Institute

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**Overview**

- Introduction to the Green Goal initiative
- Approach of Climate Neutrality within Germany
- Achievements
- Recommendations and Perspectives

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**Green Goal Legacy Report**

www.greengoal.de

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**Green Olympics setting Standards**

"The International Olympic Committee is resolved to ensure that the environment becomes the third dimension of Olympism, the first and second being sport and culture."

Jean-Francois Reiche, 7th IOC President

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**Green Goal™ Team at work: „Elf Freunde müsst ihr sein!“**

Cooperation and integration are keys for success

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**Green Goal™ and UNEP**

- UNEP Executive Director Klaus Töpfer is an int. Ambassador of the 2006 FIFA World Cup and the first Green Goal Ambassador
- A Green Goal partnership agreement between UNEP and the German LOC was officially signed

"The Green Goal initiative is one of the most comprehensive programmes seeking to reduce the environmental impact of sport, and I would like to congratulate the 2006 FIFA World Cup Organising Committee for this pioneering initiative, and for its commitment to the environment."

Klaus Töpfer, UNEP Executive Director
Environmental goals: examples

Conservation of resources:
- To conserve drinking water resources, current water consumption at stadia will be reduced by 20%.

Reduction of energy consumption:
- Energy consumption at the 2006 FIFA World Cup™ will be cut by 20% through efficient energy use.

Increase in the share of local public transport:
- The share of journeys to FIFA World Cup™ with local public transport will be increased to 60%.

Waste reduction:
- To reduce quantities of waste, packaging-free and multiple-use systems will be employed in all areas.
- The quantity of waste in and around stadia will be reduced by 20% compared to current levels.

Green Goal™: Energy

Top 3 in Germany's World of Soccer
- Kölnsauer, Deutschland weltgrößte Solaranlage auf einem Stadion (600 kWp, Eröffnung 15. Mai, Fertigstellung nach der WM)
- In Dortmund wurde eine Photovoltaikanlage auf dem Medienzentr um des Westfalenstadions errichtet (500.000 Wp, eurodächer Solarpreis)
- Nürnberg, PV-Anlage auf Stadiondach 250 kWp, (140 kWp, installiert, Fortschreibung nach der WM), zusätzlich realisierte Anlage auf dem Vorgartenbalkon

Green Goal™: Mobility

Modal Split
Green Goal™: Waste

The green impact of the 2006 FIFA World Cup™

Priority will be given to avoid emissions of greenhouse gases by increasing the efficiency of energy use and using renewable energy instead of burning the 2006 FIFA World Cup™. If the emissions cannot be avoided, they will be compensated by investing in projects for climate protection (greenhouse gas reductions) primarily in developing countries.

Green Goal™: Climate Fair
Vision: Climate Neutral FIFA WM 2006™ (Within Germany)

Climate fair

- Off-Setting
- Renewable Energies
- Energy Efficiency

Climate Impact of FIFA World Cup 2006™ in Germany

92,000 t CO₂-Equivalents by activities in Germany

The Green Goal™ Climate Team

The 2006 FIFA World Cup™ will perform as the first climate fair world championship!

Gold Standard for Green Goal™!
Clean Energy Packages und Tsunami Hilfe für Familien in Tamil Nadu, Indien

Construction of biogas plants for eco-friendly energy — avoiding unhealthy smoke from open cooking fires

Construction of biogas plants for eco-friendly energy — avoiding unhealthy smoke from open cooking fires

Green Goal™: Recommendations and Perspectives

Green Goal™: Recommendations

- „Fair Play” for the environment: an opportunity for FIFA
- In competition for the environment: guidelines show the way
- Environmental protection in official FIFA demands on World Cup stadiums
- Sponsors are partners for the environment
- Sustainable products for merchandising
- Environmental protection must be organized: the responsibility of football associations
- Environmental programmes for host cities and official open-air events
- Climate compensation: Green Goal goes for Gold (standard)
- Environment in World Cup communications: Do good and talk about it
- Monitoring and Balance for a sustainable legacy
- Green Goal — a new impetus for worldwide football

Green Goal™: Sending out a message to...
Club 2006™ and Talent 2006™
Campaigns for Clubs and Pupils

... make the environment to the first champion of the 2006 FIFA World Cup™

„Green Champions
in Sport and Environment“

EURO 2008™: „Umwelt am Ball“
Sustainability Charta

www.umweltamball.de

Greening FWC 2010 in South Africa...

During the FIFA World Cup 2010 minister Schalkwyk and minister Brands discussed to take the Green Goal initiative on to South Africa

In November 2008 during the biennial commission the two countries agreed on the need of cooperation for the FIFA World Cup 2010

In December 2009 minister Schalkwyk met lord R. Schmidt and declared in the policy that he would like to green the World Cup 2010 with a Green Goal program

„The two countries agree that the environmental programme Green Goal™, which was developed and implemented within the FIFA World Cup 2006 in Germany, is suitable for limiting the environmental impacts linked to major sport events. They intend to cooperate on the greening of the FIFA World Cup 2010 in South Africa.“

Joint Declaration of the International Commissions

Great initiatives are right on the way and on the right way!

Thank you very much for your attention...
4.4. Parallel B – Sport and sustainable development: Contradictions or complementarities?

4.4.1. Sport at the service of youth and sustainable development in South America

Carlos Nuzman, President, Organizacion Deportiva Sudamericana

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**RIO 2007**

**Sports**

- Athletes: 5,634
- Team Officials: 2,771
- NOCs: 42
- Sports
  - Olympic: 28
  - Pan American: 6
- Sports Venues
  - New: 7
  - Temporary: 3
  - Renovated: 4
  - Existing: 2
- Non-Competition Venues: 11

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**RIO 2007**

**Organization**

- IOC: full-time staff: 1,348
- Volunteers: 13,600 (Pan Am Games) + 3,800 (Parapan Am Games)
- Third Parties: 19,358 (service personnel) + 3,485 (sponsors workforce)
- Security: 18,990 security agents (source: Federal Government)
- Transportation: 332 buses, 455 cars, and 153 vans (491 total) * 85,000 shuttles from June 26th to July 30th

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**RIO 2007**

**Organization**

- **LICENSING**
  - 42 licensing contracts + 12 promotional licensing contracts
  - 750 items licensed
  - 65 stores:
    - 62 in the venues
    - 1 Megastore in Copacabana
  - 2 stores located in malls: BarraShopping e Nova América
  - Top-selling items: Mugs, Mascot Dolls & Clothing

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7th World Conference on Sport and the Environment
International Cooperation and Development Dept.
The Rio 2007 Pan American Games Experience

Actions to Minimize Environmental Impact:

I – WASTE MANAGEMENT

II – ENVIRONMENTAL IMPACT STUDIES DURING THE PLANNING OF NEW FACILITIES

III – WATER QUALITY AND MANAGEMENT

IV – RESPECT AND PRESERVATION OF NATURAL RESOURCES

The Pan American Games Experience

Actions to Minimize Environmental Impact:

V – ENERGY MANAGEMENT (Renewable and Clean Energy)

VI – ENCOURAGING PUBLIC TRANSPORT

VII – AIR QUALITY – NEUTRALIZATION OF CARBON EMISSIONS

VIII – ENVIRONMENTAL EDUCATION PROGRAMS

The Rio 2007 Pan American Games Experience

Waste Management

- Waste disposal complied with appropriate standards and legislation.
- Recyclable waste and cooking oil was collected by associations for recycling.

Implementation of the 3 Rs:

- REDUCE
- REUSE
- RECYCLE

The Pan American Games Experience

Selective waste collection for recycling in all Sports Venues and Facilities

The Rio 2007 Pan American Games Experience

- Cooking oil was recycled by the soap industry to make soap and detergent, donated to charitable organizations

The Pan American Games Experience

- Disposal of Hazardous Waste
The Rio 2007 Pan American Games Experience

- Horse manure from the equestrian venue was transformed into fertilizer and used at Rio’s Public Parks and Gardens.

The Rio 2007 Pan American Games Experience

- All elements of the Look of the Games were collected and distributed as arts and crafts materials to Schools and charitable organizations.

The Rio 2007 Pan American Games Experience

- Fabric used to make uniforms was composed of 50% cotton and 50% recycled plastic bottles.

The Rio 2007 Pan American Games Experience

- Waste and scrap from the construction sites of the Pan American Village and Sports Venues was reused or disposed of in licensed landfill material areas.

The Rio 2007 Pan American Games Experience

Water Management

The Pan American Village featured rainwater reservoirs for water gardens, bathrooms and fire fighting. Low flow fixtures and faucets were also used.

The Rio 2007 Pan American Games Experience

Rainwater collection provides water for gardens, bathrooms and fire fighting reservoirs.
The Rio 2007 Pan American Games Experience

Sewage treatment and monitoring stations were built onsite, where the effluents are channeled to Rio de Janeiro's main collector system.

Low flow fixtures and faucets were also used.

The Rio 2007 Pan American Games Experience

Channeling of the Arroio Fundo stream and its respective treatment unit

Respecting and Preserving Natural Resources

CERTIFIED WOOD: The Brazilian Government imposed strict criteria for the acquisition of wood and wood-derived products which barred the purchase of illegally extracted materials. This applied to all contractors and suppliers in general. The furniture in the Pan American Village was made of certified wood.

The Rio 2007 Pan American Games Experience

Dredging of the Rodrigo de Freitas Lagoon to make the Rowing Competition possible, highlighting the use of existing natural venues.

The Rio 2007 Pan American Games Experience

- The surface of the Guanabara Bay was skimmed to remove floating debris
- Eco barriers were installed at inlets to minimize waste entering the Bay in order to host the Sailing competition
- Collected materials were transported to appropriate waste disposal sites

The Rio 2007 Pan American Games Experience

Energy Management

The Games Village included energy saving measures such as natural ventilation and lighting in each room.
Energy Management

The official Pan-American fleet used alternative fuels (renewable energy):

- Biodiesel 9% fuel
- Alcohol Fuel (Flex Fuel Engines)
- Natural Gas Vehicles - NGV
- Electric Cars

Energy Management

The official Pan-American fleet used Renewable Fuels.

Encouraging Public Transport

Neutralization of Emissions
Global Warming and Climate Change

A cooperative program amongst the City and the State of Rio de Janeiro and also the Federal University of Rio de Janeiro was undertaken to determine carbon emission levels during the Rio 2007 Pan American Games.

Neutralization of Emissions
Global Warming & Climate Change

The Brazilian Olympic Committee invited Pan American Athletes and Delegation Chairs to plant local species of the Atlantic Forest in Pan American Park (a park created in the city of Rio de Janeiro) to help offset carbon emissions. Over 30,000 square meters of forest were planted.
**The Rio 2007 Pan American Games Experience**

**Neutralization of Emissions**

**Global Warming and Climate Change**

In 2007, 1.2 million trees will have been planted in the forest surrounding the city. Additionally, an ecological corridor of 40 hectares is being implemented, linking the Tijuca National Park and the Pedra Branca State Park.

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**Future Actions and Goals for the South American Sports Organization**

- Adopt a "Green Games" concept for all future sporting events held in South America
- Demonstrate to South American National Olympic Committees the need to comply with environmental legislation and adopt best practices
- Expand environmental compliance throughout the supply chain by incorporating environmental policies in contractual agreements
- Study the creation of an environmental certification program for South American National Olympic Committees and sport events
- Become a member of the Global Sports Alliance
- Become a member of the Pan American Sports Organization Environment and Sport Commission
4.4.2. From plan to action (Africa case study)

Isaac P. Kalua, Founder/Chairperson, Green Africa Foundation

**Sports**

Sports play an important role at the individual, community, national and global levels. However, a healthy environment is necessary for healthy sports. The interdependency between the regular practice of outdoor sports and the protection of the environment is obvious for all to realize.

Therefore sports become an ideal vehicle to raise awareness about environmental concerns that result from sporting activities.

The positive environmental achievements of sports organizations and the organizers of sports events should be recognized.

The effect of sports and environment and environment and sports has become a global concern, calling for a long term commitment and effort to create a balance between the two.

**Kenya**

Despite 57% of Kenyans living below the poverty line, the Government’s commitment to poverty reduction is clearly stated in the Economic Recovery Strategy (ERS) for Wealth and Employment Creation (2004-2007) and the National Paper No. 6 of 1999 on Environment and Development. Sustainable development is considered to be a key concern to economic growth, equity and ecological concerns.

The Ministry of Environment needs to address various challenges which include: deforestation, environmental degradation and wise use of mineral resources through carefully targeted programmes and projects.

As a result, the Ministry has identified environmental conservation and sustainable management of natural resources as key priorities within the 2008-2010 Plan Period.

The Ministry intends to work with a cross section of other stakeholders in achieving this objective.

**Concept of Green Sports in Kenya**

As environmental bodies globally push the implementation of green sports, Africa has not been left behind.

Conservation efforts through sports are slowly gaining entry and acceptance by sporting federations, athletes and the public in general.

In Kenya, various sports clubs, environmental bodies and sports federations have stepped up this concept through integrated approaches with varied execution styles but all culminating towards the environmental conservation.
INTEGRATION OF GREEN SPORTS & THE CORPORATE SECTOR

While the corporate sector is determined to throw their weight behind environmental concerns as part of their Corporate Social Responsibilities, it is essential to work closely with them to sensitize the society about the environment.

Recently in Kenya, the Green Africa Foundation in collaboration with one of the leading telecommunications companies in Kenya (Telkom Ltd) jointly held an athletic event in the Eastern Province of Kenya, Kitui District which is in the heart of the semi-arid section of Kenya.

INTEGRATION OF GREEN SPORTS & THE CORPORATE SECTOR

Maringa Seven 2006

The Global Development of Peaceful Environments (GDEP) using sports as a mobilizing element brought together local corporations to take part in an advertisement program and severe off football tournament forming the Maringa Seven 2006 club.

Maringa Seven aims to promote the integration of environmental considerations in sports by using the popular sport to promote environmental awareness and respect for the environment within the corporate sector.

Other activities done include planting of trees to rehabilitate Karatu Forest, raising funds for the rehabilitation of the disintegrated buguma forest cover, providing fire, entertainment and a platform for corporate team building.

INTEGRATION OF GREEN SPORTS IN INTERNATIONAL EVENTS

Kenya hosted the 55th Edition of the International Athletics Association Federations (IAAF) World Cross Country Championships in March 2007 with a proud theme “Cross Country Comes Home” given that Kenya boasts of winning 22 times out of the many times it has participated in the Championships.

However, what was significantly unique and different was the appointment of an environmental body, Green Africa Foundation, as the National Supplier for environmental program branded “The Green Cross Country”.

The greening of the event was successfully implemented, prompting the IAAF as having set precedents for all future IAAF events.

For the first time in the history of the championships in IAAF, recycled plastic poles were used to line the starting points, the course and the finishing point replacing the traditional wooden poles.

INTEGRATION OF GREEN SPORTS & THE CORPORATE SECTOR

The event created an avenue for corporate sponsorship and interaction with a rather marginalized community, while encouraging the participants, namely the youth on the need to go green.

The event was marked with a pre-education event series in different parts of Kitui District and tree planting exercise.

To date, eager participants are looking forward to the next annual event with a dream of working towards changing the dry lands and the adjacent areas.

Green Africa Foundation

Green Africa Foundation is an organization founded in 2000 to support ecological and environmental conversation with particular focus in arid and semi-arid lands of Africa.

For more information on Green Africa Foundation and its activities please visit

www.greenafricafoundation.org

INTEGRATION OF GREEN SPORTS IN INTERNATIONAL EVENTS Cont.

Besides using the recycled poles the appointed environmental body undertook the following actions:

Environmental Awareness

During the event, the Foundation managed to reach out to thousands of athletes with environmental conservation information through issuing brochures with environmental information on;

Green Office Practices

Energy Saving Tips

Resource Consumption Control

Proper Waste Disposal
INTEGRATION OF GREEN SPORTS IN INTERNATIONAL EVENTS Cont.

Waste Management
To manage the commercial waste (i.e. from food catering services, first-aid medical services, beverages), Green Africa Foundation held discussions with suppliers to reduce packaging material, use durable tableware, rent furniture and choose re-usable equipments or materials.

To ensure environmentally sound materials flow, GAF adviced suppliers to avoid goods containing toxic substances.

Efficient waste sorting systems were employed where GAF trained staff and volunteers involved in solid waste management through placing litter bins in strategic places.

Way Forward

INTEGRATING GREEN SPORTS WITH THE NATIONAL TEAMS

This is a Program that Green Africa Foundation is pushing to be incorporated in all national teams that represent Kenya in the future, so that sports ambassadors can also take ownership of the concept.

This concept however needs to be bought by sports federation and Green Africa Foundation is working closely with Kenya National sports council, the umbrella body under which these federations are managed to pass on this as a policy.

Way Forward

Green Africa proposes the use of recycled poles in fencing the competition sites during international matches in a way forward not only in Kenya as evidenced during the 20th IAAF, World Cross Country Championships, but also internationally.

The concept of athletes planting trees back home after winning gold medals should be adopted as a matter of national pride. As it also reinforces the environmental conversation efforts by athletes.

Integration of this concept across all sports federation. Need to seek acceptance of the concept by various instrumental bodies such as KNOC, NOCK through which this concept can be raised to a level of a policy by the federations making it mandatory.

Way Forward

INTEGRATING GREEN SPORTS WITH THE NATIONAL TEAMS

During the preparation for a continental event (9thEdition, All Africa Games), the Kenyan contingent was sensitized on the green sports concept through training by Green Africa Foundation staff members with the aim of giving them tips on environmental conservation.

Their career which is very interactive and influential is a key channel to environmental conservation and hence they should use it to promote a better world for sports.

For the first time in Kenya a scheme was initiated by Green Africa Foundation, whereby the Foundation pledged to plant 100 trees for each gold medal won, 50 trees for each silver and 25 trees for each bronze won during the 9th All Africa Games in Algeria, 2007.

Kenya won 13 Gold, 15 silver and 12 bronze medals.

Way Forward

Rewarding of athletes by appointing green sports ambassadors in each country. Holding seminars with them and devising strategies on how to roll out the efforts in their respective countries.

This calls for concerted efforts and follow-up. So that we do not just hold seminars but have reporting structures.

Call upon the International Olympic Committee, International Federations, National Olympic Committees and National Sports Federations to identify and share examples of best practice in providing leadership and training. This calls for a body that spearheads the message across to the communities.

Provide new knowledge and encourage cooperation to further decrease carbon emissions by planting trees together with the athletes after every major competition.

This concept should be adopted and spread amongst the rest of African countries. Need to train media in reporting positively about environmental achievements so as to focus on environment and not sports achievements.

Recognizing the value of involving the private sector in achieving the United Nations Millennium Goals.

Certain corporates have stepped up their efforts in Kenya but they need to raise their level of involvement and integrate the green sports policy upon any sponsorship of sports activities.
CHALLENGES

While it has been recognized that environment and natural resources contribute significantly to the economic and social development, the benefits have not been fully realized mainly due to weak policy.

Some of the biggest challenges in this sector include:

Weak policy and legal framework on environment and natural resources management. Currently operating governments operate without written policies or have outdated policies to guide the environment sector.

Weak linkages between the MFN and other stakeholders. Weak inter- and intra-institutional linkages have continued to hamper effective management of environment and natural resources.
4.4.3. Community Sports and the Environment in Developing Countries

Moss Mashishi, President of the South African Sports Confederation and Olympic Committee

Introduction

- In 2002 South Africa hosted the United Nations World Summit on Sustainable Development (WSSD) which was a sequel to the Earth Summit and Agenda 21 of 1992 and the Millennium Summit.

Introduction

- Whilst the Earth Summit (Rio) was focused on the Environment, the Millennium Summit and WSSD shifted emphasis to Sustainable Development with focus on the three pillars of sustainable Development i.e. Economic Development, Social Development and Environmental Protection. WSSD adopted the slogan “People Planet and Prosperity”

Sustainable Development

- For the purpose of this presentation, it is asserted that the impact of Community Sport as an agent of development in Developing Economies can only be meaningfully examined in the context of a holistic notion of Sustainable Development instead of a narrow focus on the environment.
- To illustrate the point three case studies from South Africa are used, the first two are in the context of Social and Economic Development and the last is in the context of Environmental protection.
CASE STUDIES

- These case studies showcase three projects that reflect the relevance of sport as a vehicle to achieve greater Sustainable Development.
- Through a Partnership with a leading Corporate in South Africa Murray & Roberts, SASCOG annually recognizes best projects that achieve sustainable development through sport.

Economic & Social Development

- **Giant Gymnastics**
  - The project works with young girls in the Western Cape, South Africa, where poverty, unemployment and crime are a problem.
  - South Africa

Giant Gymnastics

- **Giant Gymnastics**
  - “First child, then sport.” Instills a sense of self-worth in each participant even if one not ever a gymnast.
  - Instills that drug addiction, alcoholism, unemployment and crime are not the only choices in life. Even though not all are similarly talented, all are valued as human beings.
  - Once competitive careers have ended they are encouraged to remain involved with sport by becoming coaches, mentors, judges therefore ensuring sustainability.
  - Giant is currently nurturing a number of promising and talented gymnasts as controllers for 2008 and 2012 Olympic Games.

Economic & Social Development

- **Organic Honey Development**
  - Operates from the impoverished area of Kwadombile near Port Elizabeth.
  - Visionary teacher Gary Dolly and a team of dedicated volunteers are behind the success of this project.
  - Partnership of 25 Primary Schools, give access to 770 children, receive professional honey coaching and participate in regional leagues and championships.
Economic & Social Development (cont ...)

Kwanobuhle

- To ensure sustainability: under 16 players coach younger players, provide umpiring and organizational support
- Former provincial players act as volunteers. Gary Dolly now provides Leadership certificate courses for teachers in the community to strengthen their capacity.
- Unemployment in Kwanobuhle is 50% and community has high incidence of HIV/AIDS
- Kwanobuhle achieving excellence in hockey but using as a vehicle to transform lives of hundreds of young people in that community

Kwanobuhle Hockey Development

Minister of Sport – N Balfour & Dignitaries at Launch of Kwanobuhle

Environmental Protection

ROWING

- Practiced both in rivers and dams in South Africa
- Health Hazard - water hyacinth poses an obvious threat to rowing in water because it is dangerous and in most cases unremovable.
- Though rowing is a small code in relation to rugby & football however it delivers medals at World Cup Regatta, World Rowing Championships and Olympics Games.

Partnership: Sport & Government

Actions by the Department of Water Affairs & Forestry (DWAf)

- Implementation of phosphate removal at wastewater Treatment Plants.
- Stringent standards and Receiving Water Quality Objectives Studies.
- Aerial spraying of aquatic weeds & bio-control
- Industrial polluters to be more closely monitored (DWAf budget support).

Partnership: Sport & Government

Actions by the Department of Water Affairs & Forestry (DWAf)

- Local Governments who don’t fix their sewers, pick up their trash or sort out their needs to be censured / fined taken to court by DWAf
- It is relatively cheap to create jobs for this kind of work, resulting in cleaner cities and cleaner environment that can be good for the economy and the country.
- Implement their own Water Act 1998 with respect to the Environmental Reserve, In-stream Flow Requirements
Conclusion

- In Developing Economies, Sport can be an important catalyst of achieving the three pillars of Sustainable Development (i.e., Social Development, Economic Development & Environmental Protection).
- The examples cited in the above stated case studies show that community sports projects at local level can be just as important as major events at macro levels in making a meaningful contribution and impact towards a more sustainable relationship between sport and the environment and towards the goal of achieving a more balanced and sustainable future captured in the slogan:

  “People, Planet and Prosperity”

Thank you
4.4.4. Sport and Tourism: Synergies for Sustainable Development

Young-Shim Dho, Special Advisor on Tourism and Sports to the UNWTO Secretary-General

Sport & Tourism
Synergies for Sustainable Development & Partners to Achieve the UN Millennium Development Goals
From Plan to Action

Presented by Young-Shim Dho, Special Advisor on Tourism & Sports to UNWTO Secretary-General

IOC & UNWTO Cooperation
"sport and tourism share common goals: building bridges of understanding between different cultures, lifestyles and traditions; promoting peace and goodwill among nations; motivating and inspiring young people and providing entertainment and enjoyment to relieve the pressures of daily life to large sections of the population."

Sports and Tourism
Key to Achieving the UN Millennium Development Goals

1. Eradicate extreme poverty & hunger
2. Achieve universal primary education
3. Promote gender equality & empower women
4. Reduce child mortality
5. Improve maternal health
6. Combat HIV/AIDS, malaria, and other diseases
7. Ensure environmental sustainability
8. Develop a global partnership for development

Sustainable Development through the Global Tourism Industry

International Tourist Arrivals
2006 – 842 million
2010 – 1.1 billion
2020 – 1.6 billion

Income Generated by Tourism
$735 billion worth of income
$500 billion made in developing or middle income countries

Sustainable Tourism for Eliminating Poverty
1.2 billion people live on less than $1 a day
2.5 billion people live on less than $2 a day
1.3 billion people have no access to clean water

Tourists have an impact on 60 industries

Sustainable Development through the International Sports Events

Massive Impact
Estimated 4 billion people watched the 2004 Olympic Opening Ceremony
4 billion people watched the 2006 World Cup Final
Billions of hours of Olympic action and of the host nation being seen around the world
Sports & Tourism in Action

To Eliminate poverty

Education is key to breaking the vicious cycle of poverty and achieving the UN Millennium Development Goals. The Thank You Small Library Initiative will bring educational opportunities to people living in the least developed parts of the world.

"Thank You Small Libraries"

Sport & Tourism Based Resources

Pierre de Coubertin, said that “the absence of sport cannot be compensated for.”

- 20% Tourism
- 20% Sports
- 20% Environment
- 20% Financial Literacy
- 20% General studies & story books

ST-EP in Action: Launching Thank You Small Libraries

Ghana, October 6 2007

The first ten Thank You Small Library pilot projects are located in two communities in Accra, Ghana (Aquadus and Abokobi). ST-EP Foundation has the support of Ghana’s President Kufuor’s government and is working with the Ghanaian Ministry of Tourism & Diaspora Relations to ensure the success of these small libraries.

The President’s visit was highlighted by the donation of over 300,000 worth of sports balls and other goods by ST-EP Foundation. These goods will be used by the National Olympic Committee of Ghana and sold for: the National MOOC is spearheading, to lighten the burden felt by children of refugee camps across the entire continent. The event also introduced the plan for the building future Olympic cities.

The ST-EP Foundation conducts an extensive field work in Ghana, to the benefit of the children of the camps. It has launched several soccer teams at each country to inspire a genuine enthusiasm of the foundation, to put aside the projects developed aimed at increasing the tourism potential of the 2016 FIFA World Cup.

Within the UN System

Raising Awareness of Sport & Tourism for Eliminating Poverty

During the 50th African Union (AU) General Assembly, the UN Secretary-General Ban Ki-Moon and UNCTAD’s Resident Representative to Ghana, called on the International Olympic Committee (IOC) to ensure that sport and tourism initiatives are integrated into the 2016 FIFA World Cup.

"Tourism has proved one of the leading ways to the most developed countries to increase their participation in the global economy."

UN Secretary-General Ban Ki-Moon, at the 50th African Union (AU) General Assembly

ST-EP in Action: Projects around the World

Launched during the 2004 Athens Olympic Games, the second edition of Giving is Winning commenced in July 2007. In line with the 2008 Beijing Olympic Games, athletes, officials, members and supporters of the Olympic Movement are encouraged to donate sports and casual clothes which will be distributed to various refugee camps around the globe. In 2008, with the help of the Korea Freedom League, ST-EP Foundation donated 20,000 bags in support of this initiative.
4.4.5. Sport, environment and development in Oceania

Robin Mitchell, Secretary General, Oceania National Olympic Committees (ONOC)

I am pleased to make this presentation on behalf of the Oceania region and in particular the Oceania National Olympic Committees. My presentation will focus primarily on the environment of the 15 Pacific Island National Olympic Committees, the majority of them members of the Small Islands Developing States (SIDS). I have very little background in or a history of working with environmental issues, but in a region of mainly small developing countries we are fortunate that we tend to work collectively as a region and over the past thirty years or so have developed significant expertise collectively in issues that affect our island nations.

Twenty five years ago, the South Pacific Regional Environment Programme (SPREP) was established and is headquartered in Apia, Samoa the venue of the very successful 13th South Pacific Games. SPREP, now officially known as the Secretariat of the Pacific Regional Environment Programme to reflect the whole region, has 25 member countries and territories, and include 4 metropolitan countries as members namely;

*American Samoa, Australia, Cook Islands, Federated States of Micronesia, Fiji, France, French Polynesia, Guam, Kiribati, Marshall Islands, Nauru, New Caledonia, New Zealand, Niue, Northern Mariana Islands, Palau, Papua New Guinea, Samoa, Solomon Islands, Tokelau, Tonga, the United States of America, Vanuatu and Wallis and Futuna.*

This presentation is based on papers produced by SPREP and in particular a paper produced by Mr Stuart Chape, Programme Manager – Island Ecosystem, SPREP – “Review of Environmental issues in the Pacific Region and the Role of the Pacific Regional Environment Programme”.

**Pacific Island Environments**

The 22 Pacific Island nations and territories in the SPREP region are scattered across a vast area of the Pacific Ocean. They are characterized by a range of oceanic biogeographical and geomorphological features, from large mountainous islands, predominately in Melanesia, to smaller volcanic high islands and extensive atolls in Polynesia and Micronesia, and raised coralline limestone islands, such as Nauru and Niue. This terrestrial and marine biophysical diversity, and the geographical isolation of many islands, generally increasing in a west to east direction across the Pacific is reflected in high levels of species endemism. There is also considerable climatic range, from tropical to subtropical and temperate climates. Although the ocean area is enormous, with a combined Exclusive Economic Zone (EEZ) of more than 30 million km², the land area is comparatively minute at almost 552,000 km².

**Geographic Features of Regional Countries and Territories**

<table>
<thead>
<tr>
<th>Country/Territory</th>
<th>Main Island Type</th>
<th>Land Area (km²)</th>
<th>EEZ (km²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Samoa</td>
<td>High islands and atolls</td>
<td>200</td>
<td>390,000</td>
</tr>
<tr>
<td>Cook Islands</td>
<td>High islands and atolls</td>
<td>237</td>
<td>1,830,000</td>
</tr>
<tr>
<td>Fed States of Micronesia</td>
<td>High islands and atolls</td>
<td>701</td>
<td>2,978,000</td>
</tr>
<tr>
<td>Fiji</td>
<td>High islands and atolls</td>
<td>18,333</td>
<td>1,290,000</td>
</tr>
<tr>
<td>French Polynesia</td>
<td>High islands and atolls</td>
<td>3,521</td>
<td>5,030,000</td>
</tr>
<tr>
<td>Guam</td>
<td>High island-part coralline plateau</td>
<td>541</td>
<td>218,000</td>
</tr>
<tr>
<td>Kiribati</td>
<td>Predominantly atolls</td>
<td>811</td>
<td>3,550,000</td>
</tr>
<tr>
<td>Marshall Islands</td>
<td>Atolls</td>
<td>181</td>
<td>2,131,000</td>
</tr>
<tr>
<td>Nauru</td>
<td>Raised coral islands</td>
<td>21</td>
<td>320,000</td>
</tr>
<tr>
<td>New Caledonia</td>
<td>High islands</td>
<td>19,103</td>
<td>1,740,000</td>
</tr>
</tbody>
</table>
### Pacific Islands Environmental Issues

#### Overview
The major environmental issues facing Pacific Island Countries and Territories (PICTs) have been identified, analysed and articulated for more than a decade. The 1990s were characterised by an intense level of support for many Pacific countries; for example, through the preparation of National Environment Strategies for member countries through SPREP, funded by Asian Development Bank regional technical assistance.

Two recent major reports, the ADB Pacific Region Environmental Strategy (PRES) 2005-2009 (ADB 2004) and the UNEP-SPREP Pacific Environment Outlook (McIntyre 2005) synthesize and discuss a range of environmental and development information on the Pacific. The analyses in these reports are used as a basis for the discussion in this paper.

The reports concur on the key characteristics of Pacific islands as:

#### Geographical Isolation
While contributing to the unique cultural development, ecological diversity and species endemism of the Pacific, the vast distances between many islands, both nationally and intra-nationally (for example, in the case of Kiribati) and between islands and major trade centres, imposes major constraints on development. Although electronic communications has improved significantly in the last decade, countries and territories are dependent on long distance shipping or more expensive airfreight for their imports and exports. With declining (and eventually depletion of) fossil fuel reserves, costs will continue to escalate, straining even more the tenuous economies of many Pacific Island countries – unless viable fuel alternatives are found to support regional (and global) transportation networks.

#### Limited Land Resources
Except for PNG, all Pacific islands have limited land resources. This is especially so for the atoll countries and territories, but also for the smaller high islands where the area of available flat land for development, especially urban areas, is often as limited as it is for atolls. A number of countries have attempted to deal with this problem by reclaiming shorelines, usually at the cost of reefs, mangroves and seagrass beds. Availability of land resources are expected to become even more problematic with predicted sea level rises resulting from climate change but, again, sea level rise will also affect the low-lying coastlines (including reclaimed shoreline) around high islands. Apart from the extent of available land for development, terrestrial resources in general are limited on most islands, in particular arable soil and forests. In many cases these have been depleted historically, and in others more recently.

<table>
<thead>
<tr>
<th>Country/Territory</th>
<th>Main Island Type</th>
<th>Land Area (km²)</th>
<th>EEZ (km²)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Niue</td>
<td>Raised coral islands</td>
<td>259</td>
<td>390,000</td>
</tr>
<tr>
<td>Northern Mariana Islands</td>
<td>High and raised coral islands</td>
<td>471</td>
<td>1,823,000</td>
</tr>
<tr>
<td>Palau</td>
<td>High islands</td>
<td>488</td>
<td>629,000</td>
</tr>
<tr>
<td>Papua New Guinea</td>
<td>High islands - few small atolls</td>
<td>462,243</td>
<td>3,121,000</td>
</tr>
<tr>
<td>Pitcairn Island</td>
<td>High, raised coral islands and atolls</td>
<td>39</td>
<td>800,000</td>
</tr>
<tr>
<td>Samoa</td>
<td>High islands</td>
<td>2,935</td>
<td>120,000</td>
</tr>
<tr>
<td>Solomon Islands</td>
<td>High islands - a few atolls</td>
<td>28,370</td>
<td>1,340,000</td>
</tr>
<tr>
<td>Tokelau</td>
<td>Atolls</td>
<td>12</td>
<td>290,000</td>
</tr>
<tr>
<td>Tonga</td>
<td>High and raised coral islands</td>
<td>688</td>
<td>700,000</td>
</tr>
<tr>
<td>Tuvalu</td>
<td>Atolls</td>
<td>26</td>
<td>900,000</td>
</tr>
<tr>
<td>Vanuatu</td>
<td>High islands - a few small atolls</td>
<td>12,190</td>
<td>680,000</td>
</tr>
<tr>
<td>Wallis and Futuna</td>
<td>High islands</td>
<td>255</td>
<td>300,000</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>551,625</strong></td>
<td><strong>30,570,000</strong></td>
</tr>
</tbody>
</table>
High Population Growth Rates

Pacific island populations have expanded rapidly over the past 100 years with improved health care and development, even taking into account significant migration to other countries. Although the ADB PRES considers that “pressures are now easing as population growth rates are beginning to slow”, growth rates are still very high in a number of countries and territories and there is concern that on some islands this is clearly unsustainable if development goals are to be achieved. Seven Pacific Island countries have population growth rates between 3-6 per cent per annum, and another six have a 2 per cent growth rate -rces with some of the highest rates in atoll countries and small high islands. As well as high growth rates many islands have high population densities. For example, South Tarawa in Kiribati has a population density in excess of 2,000 people per km².

Dependence of Marine Resources and Environments

Use of Marine Resources continue to be an important factor in island countries subsistence and formal economies, supporting local inshore fisheries as well as commercial fishing activities in EEZs. Reefs and mangroves provide buffers against storm surge and embayments and harbours are an important part of regional shipping networks.

Important Ecosystems and Unique Species Conservation Values

Geographical isolation has resulted in the evolution of unique species and communities of flora and fauna, many of which are endemic to one island or island group within the region. These species often have small populations, making them vulnerable to loss or overexploitation and habitat degradation. The Pacific region has the greatest extent, and generally least degraded coral reefs in the world and the region has the highest marine diversity in the world.

Vulnerability

Pacific island countries and territories have high environmental and economic vulnerability, which is a key factor in their prospects for achieving sustainable development. They are not only vulnerable to environmental impacts resulting from poor development decisions as well as natural events, but also to the vagaries of global and regional trade and to the tyranny of distance to international markets for their limited range of export products.

Priority Environmental Challenges Facing Pacific Island Countries and Territories

Taking into account the fundamental characteristics of Pacific islands, the ADB PRES (ADB 2004) identifies eight challenges of the highest priority:

1. Freshwater resources

While larger islands, especially Papua-New Guinea (PNG), have watersheds with rivers and streams, availability of freshwater is a major issue on small islands and atolls, which tend to be dependent on rainfall collection and extraction of limited groundwater lens reserves. Severe water shortages are experienced on many of these small islands. Nevertheless, even availability of water does not necessarily guarantee access to safe water. For example, in 2001, 85 percent of Tuvalu's population had access to safe water, 99 percent in the Cook Islands, but only 41 percent in PNG (ADB 2001). Freshwater resources are threatened by:

- damage to and/or poor management of watersheds (logging and erosion, agriculture including use of pesticides, pollution, diversion);
- over-abstraction of groundwater lenses, and development that damages or drains the lens (for example, excavations that allow saltwater penetration);
- climate change (predicted to alter the rainfall patterns and quantity) and sea level rise (increased saltwater intrusion into groundwater lenses);
- unplanned urban development and increasing population pressures that place too high demands on supplies;
- poor waste disposal systems that pollute groundwater and streams; and
- poor maintenance of water supply infrastructure and excessive wastage.

Integrated water resource management is urgently needed in all countries, including improved watershed management and reduced deforestation, linked to broader national sustainable development planning. Evaluations of watershed risk, such as one recently carried out in Fiji, are an essential step in an integrated approach to planning and management.
2. Degradation of land and forests
The Pacific Environment Outlook 2005 (McIntyre 2005) notes that: “for most Pacific societies, land resources are the basis for the majority of subsistence and commercial production”. It notes that these resources are being affected by:

- socioeconomic pressures created principally by high population growth rates and/or density;
- displacement of traditional land and resource management systems;
- introduced agricultural systems;
- land shortage;
- land tenure conflict;
- mining;
- deforestation; and
- poor development practices.

The impacts of these factors include:

- loss of vegetation and other habitats, with associated impacts on island biodiversity;
- extension of agriculture into marginal land (as seen in the cultivation of sugarcane and ginger in Fiji);
- excessive use of chemicals;
- overgrazing;
- erosion of watersheds and downstream sedimentation impacts, including damage to lagoons and coral reefs; and
- introduction of invasive species.

Many of these land degradation issues are closely related to forest exploitation on Pacific islands. Forest cover is highly variable across the Pacific, from virtually non-existent on some low islands to as high as 86 percent in PNG (McIntyre 2005). Logging has been an important part of the economy of a number of countries, principally in Melanesia. For example, in 1995 the forestry sector earned PNG over US $300 million, and in the Solomon Islands 30 percent of the workforce was employed in forestry (ADB 2004). However, in Melanesia “only limited attention is being given to improving management systems so that the resource can become sustainable” (ADB 2004) despite the implementation of sustainable and ecoforestry projects, and the adoption of codes of logging practice. If proper resource accounting was undertaken, taking into account economic losses resulting from increased erosion impacts on marine environments, the loss of traditional forest and non-timber products that may support local communities, as well as impacts traditional agroforestry farming systems, then the profits of logging are likely to be considerably less than they first appear.

3. Urbanization, waste management and pollution
Generation and disposal of solid and liquid waste is a growing problem in Pacific islands as populations increase and become more urbanized, and demand for disposable commodities increases as economic development progresses. In 14 Island countries, the urban population is already close to or exceeding 40 percent (McIntyre 2005). Inadequate disposal systems have resulted in contamination of groundwater, rivers and coastal lagoons. Fiji provides a number of examples. The Suva City dump at Lami, operated for decades on the shore of the Suva lagoon, was only closed down in 2005 following the construction of a proper sanitary landfill at Naboro. Even by 1990 the dump had exceeded its surface capacity and was growing vertically to cope with the amount of garbage. The immediate lagoon area is heavily used for recreational and fishing purposes and contaminated leachates are expected to pollute the immediate area for decades to come. In some countries the change to more effective waste disposal systems is resulting in improved disposal systems, thanks to financial and technical support from bilateral and multilateral funding agencies. In Suva the new landfill site was financed by the European Union, and a new landfill was recently opened in Apia as a result of technical assistance and funding provided by the Japanese International Cooperation Agency (JICA).

Movement from rural areas and outlying islands is straining the capacity of many of the Pacific’s urban centres. In some countries unplanned squatter settlements is increasing existing problems of urbanization. Urban expansion requires more investment in basic infrastructure to service new areas and places higher demands on water supplies, energy, communications and transport networks. The air quality in many towns is also declining due to poorly controlled industrial development and vehicle emissions. A number of countries are also affected by persistent organic pollutants (POPs), some by the residual effects of nuclear testing and others with the presence of contaminated World War 2 shipwrecks in lagoons, such as Chuuk in Micronesia.

4. Depletion of biological diversity
As noted elsewhere in this discussion, the Pacific region has biological diversity of outstanding global
as well as regional and national value. In addition, the region is critically important for the survival of migratory species, including several bird species, cetaceans and turtles. However, terrestrial biodiversity in particular is highly vulnerable to habitat change and over-exploitation and, as noted previously, the Pacific island region has been characterized by human-induced extirpation and extinction. Ninety percent of bird species that have become extinct since 1800 were island species (McIntyre 2005). On a global basis the largest number of documented extinctions (28 between 1600 and 1899) has occurred on islands of Oceania, which now have more threatened species (110) than any other region (Given 1992). A recent analysis of global biodiversity hotspots indicates that the Conservation International designated Polynesia–Micronesia hotspot (island species) is among those that can least afford additional habitat loss because of previous destruction and fragility of ecosystems and species (Brooks et al. 2002). Virtually all the other issues raised in this section threaten the viability of the region's biodiversity, but especially forest and watershed degradation, logging, climate change and over-exploitation of marine resources. However, there is a growing interest by Pacific island governments to establish protected area systems and also, importantly, by communities who have customary ownership of resources to establish community conserved areas and locally managed marine areas (LMMAs). Fiji is leading the way in the establishment of LMMAs and local leaders recently announced plans for the protection of Fiji's Great Sea Reef, the third longest barrier reef in the world. Similarly, the announcement by President Remengesau, Jr. of Palau in November 2005 called for Micronesian countries to join the “Micronesia Challenge” is to be applauded. Specifically, the challenge calls for these countries to effectively conserve 30 percent of near shore marine resources and 20 percent of forest resources by 2020.

5. Energy use
Sustained availability of energy is essential for development and human well-being. However, supply of energy is a problematic issue in PICTs. The Pacific Environment Outlook 2005 (McIntyre 2005) reports:

“Despite some positive developments in the region, Pacific Island countries still face unique challenges with regard to energy, including: the increased pressure of tourism developments and urbanization on current energy infrastructure and energy supply; high cost of and dependence on imported fossil fuels for electricity transport; widely distributed and isolated small population centres; limited awareness and acceptance of suitable alternative sources of energy; lack of financially sustainable renewable energy installations on the ground; and the high initial capital costs for most renewable energy technology. There is limited awareness of the benefits of energy efficiency and conservation measures, and misconceptions over capability of renewable energy because of the failures of earlier pilot projects. The constraints to sustainable energy development are characterized by the following issues:

- only 30 percent of the people of the region have access to electricity;
- there is heavy reliance on imported fossil fuel;
- there is a lack of comprehensive adopted energy policies and plans; and
- there is a lack of qualified, experienced and committed island nationals”.

6. Adaptation to the consequences of climate change
The Intergovernmental Panel on Climate Change (IPCC) has found that global mean surface temperatures have increased between 0.3°C and 0.6°C since the late 19th century, and predicts that the average temperature may rise by 1.4°C–5.8°C by 2100. Although there is still considerable uncertainty in the scale of predicted changes on the basis of measured change, modelling and forecasting, it is clear that we need to adopt the precautionary principle in dealing with climate change issues. It is likely that climate change will bring further changes to global temperatures, precipitation patterns, sea level and the distribution and intensity of extreme events to all corners of the globe. In its third report in 2001, the IPPC confirmed the threat to islands from increasing sea levels and other aspects of climatic change. The Millennium Ecosystem Assessment (MEA) (2005) reports that observed impacts of climate change have already included:

- changes in species distributions and population sizes;
- changes in the timing of reproduction or migration events;
- increase in the frequency of pest and disease outbreaks; and
- that many coral reefs have undergone major, although partially reversible, bleaching episodes when local sea surface temperatures have increased.

The MEA has concluded that by the end of the century, climate change and its impacts may be the dominant direct driver of biodiversity loss and changes in ecosystem services globally. Maintaining ecosystem services, in turn, is essential for achievement of the Millennium Development Goals by 2015 and beyond. Critically, the impacts of climate change magnify the impacts of other human-induced changes, such as deforestation, over-fishing and pollution, increasing the species extinction crisis that we already face. In a recent analysis, WWF (2003) has categorised the types of climate change impacts on natural systems:
• **Disappearance of habitats and ecosystems**
Anticipated to affect low-lying, coastal and marine areas, principally coral reefs, mangroves and salt marshes. Globally, these kinds of impacts are already being recorded at a number of sites as a result of sea level rise, unseasonal flooding and increased sea temperature.

• **Catastrophic long term changes to ecosystems**
Even where ecosystems are not completely eliminated there are a range of impacts that may cause major and irreversible damage. Coral bleaching events are now recorded with increased frequency, but notably in 1998 when tropical sea surface temperatures were the highest on record. Climate change is postulated to be the primary cause of steadily rising marine temperatures, in concert with more frequent El Niño and La Niña events. The death of coral reefs would severely impact the innumerable reefs that provide subsistence and livelihoods for island and coastal communities in the Pacific region. A rise in water levels in estuaries and shallow coastal areas will reduce the size and connectivity of small islands and protected areas (Lal et al. 2001)

• **Catastrophic Temporary Changes to Ecosystems**
Includes the impacts of more frequent long-term drought events on ecosystems and species, especially wetlands but also a wide range of other ecosystems that already have a fine balance of ecosystem dynamics and seasonal aridity. The consequences of sustained droughts can result not only in impacts associated with water deficits but also the frequency of catastrophic fires that can potentially change even fire-adapted ecosystems. The impacts on ecosystems that are less fire-adapted are likely to be long lasting.

• **Dramatic Changes to Habitats and Ecosystems**
These changes cover issues such species shifts to cooler latitudes and altitudes – more likely to be an issue on larger Pacific islands.

In the Pacific some impacts have already been recorded, with the disappearance of atoll islets and more extreme climatic variation. Data gathered by the New Zealand Institute of Water and Atmospheric Research (NIWA) indicates the following changes in climate throughout the Pacific from the mid-1970s (McIntyre 2005):
- Kiribati, the northern Cook Islands, Tokelau and northern parts of French Polynesia have become wetter;
- New Caledonia, Fiji and Tonga have become warmer, sunnier and drier;
- Samoa, eastern Kiribati, Tokelau and northeast French Polynesia have become warmer and cloudier and differences between daytime and night-time temperatures have decreased;
- the southern Cook Islands and southwest French Polynesia have become warmer and sunnier; and
- Western Kiribati and Tuvalu have become sunnier.

There is an urgent need for practical adaptation strategies to be implemented, and to be included within all national development planning and activities. Many of the impacts of climate change will be exacerbated by current issues associated with coastal development, watershed degradation and deforestation – highlighting the need for an integrated approach to managing all developmental sectors.

7. **Weaknesses in environmental management capacities and governance**
With regard to institutional capacity in its Pacific Developing Member Countries (PDMCs) to deal with environmental issues, the ADB (2004) notes in its Pacific strategy that: “Despite considerable external support – notably to environment ministries or other national focal agencies for environment – the past decade has not seen much measurable progress either in terms of national institutional capacity (other than the designation/creation focalpoints) or impact on environmental quality. On the contrary, most anecdotal measures of environmental quality and natural resource management indicate deteriorating conditions in most PDMCs. Environment units and departments and their legal counterparts in government have been grappling with the introduction of regulatory environment that takes account of, or weaves in, customary practice and tenure and at the same time leads to improved environmental governance”.

Across the region environment agencies or units tend to be under-staffed and under-resourced, and have less influence in government processes and decision-making than economic development sectors. At the same time, governments have adopted sound policies and joined many regional and global environmental agreements. However, more effective institutional support needs to be provided and better integration occur across different sectors as a basis for sustainable development planning and implementation.
8. Coastal and marine environments

Healthy marine and coastal environments are fundamental to the long-term sustainability of island societies, as well as providing a basis for subsistence livelihoods they underpin commercial fisheries and tourism development – already mainstays of many island economies. The ADB (2004) notes that the main threats to coastal resources come from:

- discharges of nutrients derived from sewage, soil erosion, and agricultural fertilizers;
- improper solid waste disposal;
- accelerated sediment discharge, for example from building construction sites or road building;
- physical alterations through destruction of fringing reefs, beaches, wetlands, and mangroves for coastal development and from sand extraction;
- logging; and
- over-exploitation of fisheries.

While some types of development are clearly focused on coastal and marine features, on most islands of the Pacific, all developments are likely to cause impacts due to the small size of the islands, and so comprehensive, integrated island development planning is essential. Even so, erosion from poorly managed logging, for example far inland on large islands, can silt rivers that deposit sediment on coral reefs many kilometres distant.

Technology, in particular remote sensing and sophisticated computer modelling, is much more available and accessible today than it has been in the past for island countries and territories to undertake effective environmental planning and assessment. The constraints lie in the capability and/or capacity of national agencies to use this technology effectively, and also for planners and resource managers to convince decision-makers to make the necessary investments. Having undertaken basic analyses, the critical next step is to use the information to make wise resource use decisions based on the principles of sustainable development, and to make information available in a form that can inform and engage communities directly affected by development.

Addressing Environmental and Sustainable Development Issues in the Region

For the past 24 years SPREP has been assisting member countries to implement sound environmental policies, deal with growing issues such as waste management, pollution and climate change, and to build their national capacity to deal with environmental concerns. At the same time, other regional organisations that now form part of the Council of Regional Organisations of the Pacific (CROP) also deal with elements critical to the sustainable development and environmental management of Pacific island countries and territories (PICTs). For example, the Secretariat of the Pacific Community (SPC) for fisheries, forestry and agriculture, the South Pacific Applied Geoscience Commission (SOPAC) for water, energy and disaster issues, and the Pacific Islands Forum with sustainable development. There is, inevitably, some overlap in the roles and responsibilities of these different organisations – all charged with moving the economic and sustainable development agenda in the region forward. All receive major funding assistance from developed metropolitan countries with an historic interest and/or presence in the region, principally Australia, New Zealand, France, Japan, and US but also in recent years from China and Taiwan, and also from multilateral funding and United Nations agencies.

SPREP programmes and projects are focused on assisting island countries and territories to resolve, or at least reduce, the issues discussed in this paper. These programmes and projects are supported by donor agencies and partners, such as the French Government and UN Fund supported Coral Reef Initiative for the South Pacific (CRISP), to be implemented by a range of partners including SPREP. However, it is essential that for this assistance to succeed, national agencies also need to be proactive in implementing effective environmental and sustainable development policies – as Diamond (2005) has noted: “environmental problems do constrain societies, but the societies’ responses also make a difference”.

Sport and Sustainable Development

The Oceania National Olympic Committee (ONOC) currently does not address the issue of Sport and the Environment specifically in its current Strategic Plan (2005-2008). The main focus of our organization over the past three Olympiads has been in strengthening the administration of the developing National Olympic Committees to enable them to improve the standards of their athletes and technical support staff.
As an organization we have only utilized a small proportion of the World programmes offered by the International Olympic Committee's World Programmes offered by Olympic Solidarity.

However, things have changed over the past year. Our staff has doubled in numbers and we are now more involved in areas outside of the KRAs outlined in our strategic plan. Three new staff members include:

- the Regional Antidoping Officer based at ONOC and we support her programmes throughout the region;
- ONOC/UNAIDS HIV Education Officer. This programme is also supported by the Pacific Islands Forum Secretariat, the Secretariat of the Pacific Community and the Asia Pacific Leadership Programme;
- Oceania Sports Education Officer – responsible for the delivery of our Sports Administration and Sports Coaching programme.

At a recent regional workshop held in Papua New Guinea, one of the keynote speakers noted that the two most influential organizations in the region were those involved in Religion and Sport. About a month ago, ONOC were invited to make a presentation at a meeting of the committee of the Pacific Conference of Churches in Suva, Fiji. Amongst the areas of cooperation the two groups were considering were in HIV Education programmes, Drugs in the community and in the area of Climate Change in the Pacific.

In recent times, National Olympic Committees in Oceania have used the occasion of the hosting of the South Pacific Games to promote educational messages on the disposal of solid waste materials around sporting venues through funding provided by the Olympic Solidarity programme.

In the small communities that are part of the Oceania region, all of the issues described in this presentation impact on the conduct of sport and its development. Sports organizations as a group need to use their access to the media and their profile in the communities they represent, to work with expert organizations already involved in highlighting the Environmental Challenges facing Pacific Island Countries and Territories.

Contacts

Secretariat of the Pacific Regional Environment Programme (SPREP)
P. O. Box 240
Apia
SAMOA
Tel: +685 21929
Fax: +685 20231
Website: www.sprep.org

Oceania National Olympic Committees
Building 16
Pacific Islands Forum Secretariat
Ratu Sukuna Road
Suva
FIJI ISLANDS
Tel: +679 3302140
Fax: +679 3302082
Website: www.oceaniasport.com/onoc/
Postal address: G. P. O. Box 1363, Suva, FIJI

Note:
All the references quoted in this presentation are available from the document on which the presentation was based:

“Review of Environmental Issues in the Pacific Region and the Role of the Pacific Regional Environment Programme” by Stuart Chape, Programme Manager – Island Ecosystem, Secretariat of the Pacific Regional Environment Programme.

This article can be downloaded from the SPREP website.
4.5. Parallel C – Joining forces for a common objective

4.5.1. One planet Olympics: From principles to practise

Dermot O’Gorman, Director WWF-China Programme Office

Towards a
One Planet Olympic Movement

Old adversaries?

Increasingly seeing eye to eye

Our shared agenda:
• Making the Games sustainable
• Maximising legacy benefits

Living Planet Report 2006

Key elements of a more sustainable Games

* Biodiversity benefits, not losses
* Exemplary sustainable Village and Park
* Business inspired to make global change
* New audiences inspired to personal change

Making sport more sustainable ……
……..Making sustainability more relevant

Beijing 2008
WWF Olympic Campaigns

- 26 ways to 26%
- Sustainable Forests
- Solar Panels

Carbon Offsetting Campaign

- Olympic athletes, NOCs, and individuals
- WWF's approach: reduce, avoid, offset
- Why offset?

Olympic Torch Bearers

London 2012

London's ecological footprint

Games impacts vs. legacy benefits
Towards a One Planet Olympics

Sochi 2014

Sustainability partnership brings

- Global expertise and innovation
- Enhanced credibility and reduced risk
- Communicating and campaigning approach
- Global network and reach
- Tailored projects to activate sponsors and audiences

One World, One Dream...
4.5.2. Greenpeace’s experience in working with sports event organisers

Sze Ping Lo, Campaign & Communications Director, Greenpeace China

Greenpeace and the Olympics
2007.10

Greenpeace stands for positive change through action to defend the natural world and promote peace.
Greenpeace is a non-profit organization with a presence in 40 countries. To maintain independence, we do not accept donations from governments or corporations but rely on contributions from individual supporters and foundation grants.

Greenpeace has grown into a truly global organization with 2.8 million supporters worldwide. Yet we are still motivated by the same principles of those early activists: taking action to bring positive change.

Greenpeace China was established in Hong Kong in 1992 and has since set up offices in Beijing and Guangzhou.
Greenpeace believes that development should not come at the expense of the environment. We are committed to seeking and building a green growth pattern, together with the people of China.

CONTENT
- Greenpeace in China
- Greenpeace and the Olympics
- Greenpeace and the Beijing Olympics
- Case Study: Green Refrigeration
Greenpeace is committed to halting climate change caused by the burning of coal, oil and gas.

2007
Greenpeace released findings from three expeditions to the Arctic and other regions, showing that global warming is real and that the problem is worsening.

2006
The national People's Congress passed a renewable energy law to encourage the development of renewable energy in China. Greenpeace was invited to comment on an early draft of the law.

Greenpeace is committed to achieving a world free from hazardous chemical pollutants.

2007
The State Environmental Protection Administration of China stated that it would implement rigorous control over the manufacture and use of hazardous chemicals in the country. Greenpeace welcomed this move and praised the government for taking action.

2006
Greenpeace launched a three-year-long campaign to raise public awareness of the dangers of hazardous chemicals and to encourage companies to reduce their use.

Greenpeace is committed to promoting agriculture that benefits the environment, farmers and consumers, and the production of safe and healthy foods to meet human needs.

2006
Testing by Greenpeace found that baby food products contain ingredients made from illegal, untreated GE rice—the world's most genetically modified crop. Greenpeace launched a campaign to stop the commercialization of GE rice in China, which has put the issue under public spotlight.

Supermarkets in Hong Kong and Guangzhou agreed to tighten control over pesticides residues in vegetables and fruits after Greenpeace discovered illegal pesticides used and high levels of chemical residues in vegetable samples from Hong Kong. The Chinese Government reacted by joining to tighten control over imported fruits and vegetables.

Greenpeace is committed to protecting the world’s remaining ancient forests and the plants, animals and peoples that depend on them.

2007
China’s largest home furnishing retailer, Qianyi, pledged to use certified wood products in its stores, cutting its use of illegal timber.

2005
Asia Pulp and Paper (APP), one of the world’s largest paper manufacturers, finalized a deal to stop using illegal timber after being criticized by Greenpeace and the Chinese Government for its illegal logging and forest clearing practices in Yunnan and Hainan provinces.

Greenpeace and Green Olympics

Greenpeace believes there is a unique opportunity in the Olympics to highlight environmental problems and solutions to a worldwide audience.

2000 Sydney Olympics

- Worked with Sydney officials to make the environment one of the key stand out factors for the city’s 2000 Olympics bid
- Heavily involved in Sydney’s Olympic preparations in the form of assessing and monitoring the Sydney Olympic committee’s environmental initiatives
- Developed a specific set of Environmental Guidelines for the Olympic Games
Greenpeace Olympic Environmental Guidelines

Guiding Environmental Principles
- Environmental sustainability
- Precautionary principle
- Preventative approach
- Integrated and holistic approach
- Specific and measurable goals
- Community, NGO, and public involvement
- Senior environmental management
- Environmental reporting and independent auditing
- Public education and training

Greenpeace Olympic Environmental Guidelines

The Guidelines consist of 34 guidelines and covering the following areas:
- Energy Consumption
- Transport
- Irrigation and air-conditioning
- Daylight depletion
- Timber use
- Habitat Protection
- Air, water, and soil pollution
- Water consumption
- Indoor air quality
- Consumption of natural resources
- Waste avoidance and minimization
- Generically accepted regulations (cleaning)
- Quality of life
- Cultural and historical context
- Transparency and monitoring of the guidelines

Greenpeace and Beijing Olympics

- IOC/OCG
  - Identify areas for improvement and alert IOC/OCG on important environmental issues (water use and pollution, etc.). Develop IOC/OCG’s environmental work.
- DIALOGUE
  - Strengthen dialogue between the IOC/OCG, NGOs, and the media.
- SPONSORS
  - Influence Olympic sponsors to improve their environmental commitments for the Olympics.
- PUBLIC
  - Increase public environmental awareness for the Olympics and beyond.

Greenpeace and Beijing Olympics

- Facilitate UNEP with the assessment report on Beijing Olympic environment work.
- Provide suggestions to strengthen IOC/OCG’s environmental guidelines and regulations.
- Urge Coca-Cola to commit to provide ozone-friendly and climate-friendly refrigeration units in all Olympic venues.
- Promote larger power and timber from sustainably managed forest management (FSC).
- Public education initiatives including energy-saving light bulb project, and non-disposable chopsticks promotion project.
CASE STUDY:

Greenpeace x Coca Cola
promoting ozone-friendly and climate-friendly
Green Refrigerators
in and beyond 2008 Beijing Olympic Games

Coca Cola's Commitment for Beijing Olympics

- Use ozone-friendly and climate-friendly (HFC-free) coolers and vending machines in all official venues of the 2008 Olympic Games.
- Server ice and coolers at all Olympic venues will be provided by Beijing and six co-host cities throughout China.
- 6,000 C02 coolers and 350 vending machines placed in the 2008 Olympic Games venues, during their ten-year life span, will be comparable to taking 210,000 cars off the road during the two weeks of the 2008 Olympic Games.
- Feature hydrofluorocarbon (HFC)-free insulation. HFC-free insulation eliminates the need to manage an environmentally friendly energy management system (EMS).
- The first time in Olympic history. 100% of the Coca-Cola refrigerating units will be green. The largest test of ozone-friendly and climate-friendly commercial refrigerators ever to be placed in China.

Comparing GWPs of CFCs, HCFCs, HFCs, and Natural Refrigerants

<table>
<thead>
<tr>
<th>Refrigerant Type</th>
<th>Ozone-depleting Potential (ODP)</th>
<th>Global Warming Potential (GWP)</th>
</tr>
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<tbody>
<tr>
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<td>Very High</td>
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<tr>
<td>HCFCs</td>
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</tr>
<tr>
<td>HFCs</td>
<td>Zero</td>
<td>High</td>
</tr>
<tr>
<td>CD2 (Coca Cola's Technology)</td>
<td>Zero</td>
<td>Negligible</td>
</tr>
<tr>
<td>Hydrocarbons</td>
<td>Zero</td>
<td>Negligible</td>
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<tr>
<td>Ammonia</td>
<td>Zero</td>
<td>Negligible</td>
</tr>
<tr>
<td>Molting Cycle</td>
<td>Zero</td>
<td>Zero</td>
</tr>
</tbody>
</table>

Enjoy Climate Change

At the 2000 Sydney Olympics, Greenpeace challenges industry leaders to phase out HFC technology.

The History

That summer, three leading companies, including Coca-Cola quickly rise to the challenge. Since then, Greenpeace and Coca Cola engage in continuous dialogue to promote HFC-free technology.

The Present

Dialogue begins in March 2007 to discuss the 2008 Beijing Olympic Games.
Beyond the Olympics

- Work with leading companies to promote HFC-free technology
- Raise awareness about HFCs and its alternatives
- Decline transformation of the refrigeration-using industry
- Considerable reduction of China’s Greenhouse Gases Emission

Lessons learned

- Environmental impact of the games should be minimized
  - BOCOG can take the leadership to be the first carbon-neutral Summer Olympics.
- Green technology and environmental awareness should be promoted as the legacy of the games
  - Renewable energy, building energy efficiency, public transport system, forest coverage, sustainable timber use, automobile emission standards, etc.
- Sponsors as industry leaders should be challenged and assisted to bring about environmental technology
  - Green refrigerators, Tactics-free computers and mobile phone, etc.
- Partnership of Organizing committee, sponsors and NGOs should be pronounced
  - United contribution of NGOs in helping to implement, monitor, and strengthen environmental commitment.
4.5.3. Global Village of Beijing, China (GVB)

Xiaoyi Liao, President of the Global Village of the Beijing Organizing Committee for the Games of the XXIX Olympiad

The Global Village of Beijing is a non-governmental organization for environment protection that was founded in 1996 in China. It participated in the Green Olympics plan in 2000 when Beijing succeeded in applying for hosting the Olympic Games. We believe that “Green Olympics” represents an opportunity to encourage Chinese people to protect the environment. It will not only spur on a city or a region but will also help a country, even a nation, to develop concepts about, and practice, environment protection.

At the beginning of this century, environment protection was included into the Olympic Charter, becoming its third major program after sport and culture. We acknowledge that “sport, culture and environment protection” are the three mainstays of the spirit of modern Olympiad. The “faster, higher and stronger” concept we have been familiar with is merely the slogan for the rules and competition of competitive sports within the sport mainstay. Sport, culture and environment are the only pivotal content that accounts for the spirit of Olympiad.

As one of the four environment advisers invited by the Beijing Organizing Committee for Olympic Games (BOCOG), I was honored to participate in the drafting of the Green Olympics Action Plan. I put forward my ideas on the planning of the Olympic Green, the green worksite and the standards for green hotels. The Global Village I lead contributed to the Green Olympics together with other non-governmental organizations for environment protection.

In 2000, 20 non-governmental organizations, including the Global Village, signed the Green Olympics Action Plan with the Beijing Olympic Games Application Committee (BOGAC). The plan included 30 moves. It should be particularly mentioned that the concepts of green community, green school and green unit in the Green Olympics Action Plan provided practical channels for us non-governmental organizations to promote public participation.

After 2000, the Global Village helped establish the Chunshuyuan Green Community in Xuanwu District. The community received International Olympic Commission Assessment Delegation from the International Olympic Committee in February 2001. The reception was a success. At the same time, the Global Village and the Beijing Municipal Committee of Youth Work co-operated to launch an activity entitled “Green Olympics, Green Life and Green Angels Commitment,” during which 830,000 primary school pupils and their parents wrote their commitment on cards made from recycled paper, that is to say, one third of Beijing’s households received and joined in the education about the Green Olympics concept.

In 2001, I went on a study trip to Sydney supported by the BOGAC. In Sydney I received the “Banksia Award” – Australia’s environmental prize – and shot a documentary about Sydney’s practices of Green Olympics. The CCTV broadcast the documentary several times at its prime time of “Green Space”. The documentary played an active role in spreading the Olympic spirit of “sport, culture and environment” across the country.

Seven years have passed. The Global Village, together with many other NGOs, has initiated some influential and creative activities to help the BOCOG implement the Green Olympics Action Plan.

In 2004, supported by the BOCOG, the Global Village urged hotels to pledge to the energy-saving campaign of “lowering the temperate of the air conditioning by 1 degree Celsius in winter and raising the temperature by 1 degree Celsius in summer”. It delivered the “publicity cards for environment protection and energy saving” to about 80 hotels and the move was a success.

In summers in 2004 and 2005, the Global Village joined eight other environment protection organizations – the China Environment Culture Promotion Council, WWF, China International NGO Co-operation Promotion Council, Friends of Nature, Environment and Development Research Institute, Green Home Volunteers, Hong Kong Friends of the Earth and the Conservation International – to put forward a suggestion that air conditioning be set at no lower than 26 degrees Celsius. The move won support from Mr. Yu Xiaoxuan, director of the Environment Projects Department of the BOCOG. 26 degree air conditioning was officially accepted as the national standard for energy saving in 2007.

In 2005, the Global Village, the Environment Protection Office of the Ministry of Railway, the National Railway Committee of the Communist Youth League and the Environment Department of the BOCOG jointly launched the “Green Train” program on the T61/62 train between Beijing and Yunnan. The train broadcasts knowledge about bio-diversities in Southwestern regions, the need to protect them and the
benefit of sustainable tourism. The program was welcomed by the passengers. Another “green train,” or Grassland Train, between Beijing and Hulunbeier was launched the next year.

In 2006, the Global Village, the Beijing Municipal Bureau of Environment Protection, Tourism Bureau and the Miyun County Government joined the Green 21, which authenticates international standards for eco-tourism, to issue a “Beijing Action Guideline for Eco-tourism and Green Olympics,” which specifies the basic concepts, principles and operation regulations of eco-tourism. This Guideline, in my opinion, is China's contribution to Olympiad. It helps investors, service providers and tourists of Olympic tourism conform to the international standards for green tourism.

Marking the one-year countdown before the 2008 Olympic Games, the “Olympic Community Partners” program started. The program was the brainchild of the Global Village and 10-plus neighborhoods in six urban districts of Beijing. The Olympic community partners are practicing the three major concepts of the Olympic spirit, namely “sport, culture and environment protection”. These three concepts, together with the three gems of Chinese culture, namely “health preserving, folk cultural heritage and eco-wisdom”, represent an experiment to introduce the Olympic spirit into Chinese communities.

The time to host the Olympic Games is approaching. The whole world will set its sight on China. Many Chinese are thinking how to reply a question posed by the world as well as by ourselves: “Where is the 5,000-year-old Chinese culture?” My colleagues in the Global Village and I are also thinking how to combine culture and environment protection and combine sport and environment protection. The easy-to-learn “Easy Exercises for Preserving Health” is an attempt to merge the spirit of Olympiad with Chinese cultural essence. It comprises one-minute stretching, one-minute breathing exercising, one-minute meditation, one-minute body patting and one-minute Five-Animal Boxing. It has all the characteristics of wushu (Chinese martial art), breathing exercise, xingyi boxing, taichi boxing and bagua (8-Trigram) boxing and contains all the essence of China's traditional theories, medicine, martial arts and music. As an environment adviser of the BOCOG, I hope to present this set of health preserving exercises as a gift to the volunteers of the Olympic Games. Foreigners who come to China may not be interested in what you learn from them but may rather care if they can learn something from you. Chinese culture is not only in museums but also in this kind of health preserving exercises that is tangible, easy to learn and easy to carry.

With sport and environment protection joined together, more masses will participate. If the public is always told to sacrifice something in their life and life will become less convenient for the sake of protecting the environment, how many people will be willing to participate in the protection moves? If, however, we can provide education and service in a harmonious co-existence of body, mind and environment and tell the public that their life can become happier and healthier if they work to protect the environment, I believe they will participate because all people love health and happiness.

This set of health preserving exercises is an attempt of mine (as an environmentalist) and Mr. Zhang Mingliang (as an expert in health preservation) to combine sport, culture and environment protection. It is only a small part of the life environment protection system. Against the global trend that health preservation activists do not attach enough importance to environment protection and environmentalists do not attach enough importance to physical and mental health and that Western environment protection programs place too much emphasis on technologies and material concerns, we proposed life environment protection. This system includes physical environment protection and mental environment protection into ecological environment protection through cultural concepts, assessment standards, operational techniques, participation mechanism and public action. It emphasizes integration of body, spirit and environment and joint action by all circles of society and in this way achieve harmony between the human world and the nature. The purpose is to change environment protection from a small-scale public action that is solely concern with the nature to a most extensive mass action that benefits the current interests and benefit body and mind.

The life environment protection concept approaches the environment problem from an overall perspective. The root cause of environment problems lies in the fact that the human kind has chosen one-way and material-energy reliant modes of life and production. The desire to obtain and consume resources causes people to be involved in constant competition, conflicts and even wars. Not only the environment is being consumed and polluted but our minds are depraving and our physical capabilities are deteriorating as well. Industrial civilization changed three abilities into a single ability and turned human being into a single economic animal. This is the catastrophe of the earth. The solution is to let people readjust their needs through developing a new understanding of physical ability and mental ability and change from the one-way material and energy reliant subsistence to a state of life in which physical, mental and material energies are balanced. And in this way restructure the industrial system that relies on
materials and energy and turn to development of mental ability industry and physical power energy. It will also cause the economic form and social form to transform to ecological and life forms; in other words, change from single-ability civilization to green civilization in which the three abilities are balanced. This needs joint action by the sport and health preservation circles, cultural circles and environment protection circles.

The life environment protection concept has attracted attention from the outside world. The creative industry adviser of the British prime minister is making arrangement for us to make speech in the United Kingdom. Early this month, Mr. Zhang Mingliang and I were awarded a post-modern environmental protection prize – the “Cobb Common Happiness Prize” – for our life environment protection concept. The host of the prize – Mr. John Cobb, Jr is a globally renowned post-modern thinker and eco-economist. The special significance of this prize, in my opinion, is that it represents a harmonious blend of China’s traditional wisdom of subsistence and the Western post-modern trend of thought of returning to nature and spirit.

The life environment protection concept has three pivotal points. First, strengthening physical power – green safety and green preservation of health; maintaining mental power – green ethics and green participation; saving material power – green livelihood and green life. At one end, it connects the three pivotal points of the Olympic spirit, i.e. sport, culture and environment, which represent the human kind’s endeavor to cure the modern sickness of mind separating from body and ego separating from material world. At the other end, it connects the three magic formulae our ancestors left to us, i.e. natural way of preserving health, folk culture and ecological wisdom, which have helped maintain the 5,000-year-old civilization.

Ecological wisdom is the thoughts passed down by our ancient thinkers. They pondered over the existence and development of all things on the earth and concluded with the thoughts of complying with the nature, returning to original purity and simplicity, co-existing in recycles and achieving harmony between the human world and the heaven. As an overall wisdom system consisting of knowledge, beliefs, technology and management, it is a cornerstone for China’s sustainable existence and development.

Folk culture is the culture of spiritual cultivation. Based on the ethics of remaining filial to parents and respecting the senior, it includes all traditional Chinese thoughts and arts – Confucianism, Taoism, Buddhism, traditional Chinese medicine, music, chess, calligraphy and painting. And it helps maintain people's psychological health and social harmony through a multi-level system of social and family management.

Natural way of preserving health refers to a method of keeping fit by acquiring complete knowledge about human body and life and respecting and following the rules of the nature. It includes theories and practices of traditional Chinese medicine, Tibet medicine and Miao medicine. It also emphasizes a balance between competitive sport and public sport.

The Olympic spirit is no strange to China as an ancient oriental nation. Both Olympic spirit and Chinese culture seek physical, mental and environmental harmony and both seek balance between tradition and modernity. While learning from modern civilization, we should not forget our own spiritual wealth and should maintain our ecological culture that has sustained our nation for 5,000 years and that is needed by today's world. I hope that the 5,000-year-old heritage of natural way of preserving health, folk culture and ecological wisdom the ESB life environment protection system is carrying on will add more oriental content to the Olympiad and promote Chinese people's contribution to the Olympic spirit.

Viewed from the perspective of the life environment protection system, a deep green Olympiad has in itself ecological environment protection, physical environment protection and spiritual environment protection. Not only the environment is green, but the body is also green – full of vigor and vitality, and the mind is green as well – free from pollution and away from spiritual deserts. Only with a healthy body and a healthy mind can one protect a healthy environment. Body, mind and environment are a three-in-one entity with any of the three inseparable. The Sport and Environment Conference we are having today is exactly an embodiment of the concept of deep green Olympiad. It is a joint action of the sports circle, environment protection circle and cultural circle.

As an adviser to the Organizing Committee of the 29th Olympic Games, my colleagues and I are coordinate the Global Village’s regular work of life environment protection with Olympiad-related efforts such as green hotels, green communities, green trains, green tourism, green angels and training of volunteers, so as to urge more people to participate in the activities. Let’s work together to accomplish the wish we expressed when applying for hosting the Olympic Games to realize a green China through
hosting a green Olympic Games.
Some people said that Olympic Games has come and green has come. I want to add that Olympic Games will leave but green will stay.

I would like to recite “Promise”, a song I wrote seven years ago as an environment adviser to the Beijing Olympic Games Application Committee. It reads:

Let’s make a green promise, as the bell of the new century is ringing;
For a healthy planet, for the ever-lasting Olympiad,
We promise: retrieve the color of blue for every zone of the sky;
We promise: let every river become crystal clear;
We promise: sowing the seeds of green hope with all our hands;
We promise: everybody chooses the green style of life…
4.5.4. Dissemination of the Green Olympic Concept, mobilizing the public to participate in Green action

Yixin Zhao, Chairman of Beijing Environmental Protection Foundation

Beijing Environmental Protection Foundation (hereinafter refers to BEPF) is a non-governmental organization that established in 1996. It purpose is to disseminate and popularize the knowledge of saving resources, protecting the environmental, balancing the ecology and implementing sustainable development, etc. and to mobilize the public to contribute their efforts to the environmental protection for the capital.

Green Olympic is one the three concepts of 2008 Olympic Games. Right after Beijing won the host right for the 2008 Olympic Games in 2001, BEPF took disseminating the concept of Green Olympic, promoting the awareness of the public and mobilizing the public to participate Green action as its important duty. In past years, we focused our work on three aspects: the first one is that we organized and established the “Beijing Green Olympic Green Action teach-in group” with related departments to disseminate the idea of green Olympic; the second one is that we held various of activities to promote the environmental awareness among the youth; the third one is that we mobilized and organized the public to participate Green action so as to contribute efforts for constructing Green Beijing and successfully holding the Green Olympic.

Disseminate the concept of Green Olympic

In order to strengthen the dissemination of environmental protection, in 2001, BEPF established the “Green action teach-in team” And in 2003, BEPF, together with the Capital Civilization office, Beijing Municipal Committee of Science and Technology, Beijing Science and Technology Association, organized and established the “Beijing Green action teach-in team”, while in 2004, joined by the Environmental Department of the Beijing Olympic Committee and Beijing Municipal Bureau of Environmental Protection, the “Beijing Green Olympic Green Action teach-in group” was established on the basis of “Beijing Green Action teach-in team”. Mr. He Zhenliang, member of the International Olympic Committee (hereinafter refers to IOC) and the chairman of the Culture and Education Committee, was invited to be the general consultant; Ms. Deng Yaping, member of the Sports and Environmental Committee of the IOC and the famous athlete, was invited to be the consultant. Members of the teach-in group are from governmental departments, institutes, experts of universities and colleges, scholars and environmental protection volunteers, etc.

The purpose of the teach-in group is to promote and develop the Olympic spirit, to disseminate the concept of Green Olympic, to popularize the knowledge of saving resources, protecting the environment, balancing the ecology and implementing the sustainable development strategy etc. to mobilize the public to participate the Construction of New Beijing, so as to well-hold the New Olympic.

On July 15th 2005, right on the fourth anniversary of Beijing won the host right for the 2008 Olympic Games, the Beijing Green Olympic Green Action teach-in group organized a lecture in the hall of the Capital Communist Party school. Mr. He Zhenliang, the general consultant of the group was invited to give a speech on “Contribute feelings to Olympic Games, Concern environment”. Mr. He reviewed the two hard trips of Beijing applying for the host right for the Olympic Games and explained the far-reaching influence of Beijing successfully host the 2008 Olympic. He expected that every citizen in Beijing should treasure the hard-earned chance of hosting Olympic, and make effort to improve their civilization and moral quality. He also hoped that every Beijinger could positively participate in the Green action and behave well as the host so as to make contribution for the whole human being’s peacefully progress, harmonious development and glorious future. More than 800 people from curbsides, communities, schools, public sectors and organizations, together with represents of environmental protection NGO and teach-in group members attended the lecture. All admitted that they learned more from the lecture. Since after the establishment of the teach-in group, the dissemination range has been enlarged, the content has been getting more and richer. The way of dissemination has also changed from simply giving lectures to guide and organize the public to take part in the Green Action.
1. Go down to the grass-root units to make dissemination

1. Go down to the communities
Since Beijing won the host right for the 2008 Olympic, to host a remarkable Olympic Games become a strong wish of all the citizens and to advocate green civilization and green life style become a new fashion for all the people. In order to meet the needs of the public, the Beijing Green Olympic Green Action teach-in group members go down to communities with everyone’s major and strong point to explain the knowledge of preventing and controlling air pollution, afforesting and beautifying the environment, sorting and recycling the garbage, saving resources and energy, ensuring food safety and implementing sustainable development, etc. They mobilize the public to participate Green Action from little things around them so that they can contribute their efforts to the construction of Green Beijing and successfully host the Green Olympic.

In the past two years, in the activity of “Old community, new green” that hosted by Ocean Real Estate Company, the teach-in group members didn’t not only go down to the community, but also gave advices as the environmental consultant. They made site investigations, guided the residents to garden with native plant and flower species, organized the residents to participate in the action of saving water and preventing and controlling dust pollution, all these had pushed the development of green action in communities. Take Bajiao curbside in Shijingshan district as an example, it had an area of 5.26 km² and the population there is 99,000. The resident commission raised people’s environmental protection awareness and aroused their passion to participate in environmental protection by environmental protection lectures, green community forums, transfer experiences, etc. Residents there organized a volunteer team on environmental protection. The volunteer team called the masses to raise green belt on their own initiative. Experts are invited to deliver landscape knowledge and conduct trainings on planting native flowers and plants. Residents are taught to cultivate the plants with organic fertilizer that transferred from fallen leaves, which can not only reduce the cost on landscape, but also improve the survival rate. Residents irrigate the plants with collected rain water that piped to the green belts; they are organized to collect white garbage and to clean wastes on the green belts. From all of these activities, lots of “Green families” came to the fore. Only in 2006, the environmental protection volunteer team in Bajiao curbside explored 35,000 km² of isolated land and planted over 100 species of flowers and plants, set up over 900 meters of bamboo fence for the gardens and green belts, trimmed over 100 trees and spread 1,500kg organic fertilizer and saved nearly 1,000 ton water.

2. Go down to schools
In order to meet the needs that “Environmental protection should be started from kids”, the teach-in group members developed various kinds of disseminations aimed at different ages of children. For example, giving guidance and explanation on environmental protection cooperated with series of contest, such as the drawing contest of “Green dream, colorful Olympic” in the nationwide primary and middle schools, the speech contest of “love our mother-the earth” among the primary school students in Beijing, the Chinese-English bilingual speech contest of “My participation in Green Olympic” among the middle school students, the English speech contest of science and technology innovation on environmental protection, the activity of “Green Olympic Action among the Young Pioneers: keeping one bottle of water – the design for saving water post”. The lively and vivid explanation on environmental protection among the kindergarten kids and teachers improved the kid’s awareness and passion to environmental protection. Moreover, members of the teach-in group are invited to the nationwide primary and middle school students’ summer camps to give special explanations on “science and technology creative innovation in environmental protection” and “Green Olympic and environmental moral”, from which the concept of Green Olympic are delivered to the students who are guided to participate in the Green Action.

Aimed at the characteristic of university students, the teach-in group members carried out interact and heuristic explanations that aroused the students’ passion of participation. In past years, the teach-in group had cooperated with the China Communist Youth League Beijing Committee and the Environment Department of Beijing Olympic Organization Committee to host the DV contest of “give free rein to your imagination on the Olympic and make green action in the campus” among the universities in Beijing. They had also cooperated with Beijing Municipal Environmental Protection Education Centre and the environmental protection organizations of universities to carry out activities such as “Green Olympic Green Action” and creating green campus action, giving series of lectures on “concept of Green Olympic” and “participate in Green Olympic” to enlighten and guide the university students to contribute their efforts to the Green Olympic. The universities in Beijing organized volunteer students to participate public welfare activities on environmental protection, such as planting trees, gardening campus, etc.
3. Host series of lectures
The teach-in group had cooperated with the capital library and libraries in West district, East district, Haidian district and Shijingshan district, etc. to give series of lectures on Green Olympic.

The teach-in group had continuously cooperated with library in West district to give series lectures on “Green Olympic, Scientific Olympic” each month. In the science and technology week this year, the teach-in group, together with the library in East district, taking “Construct creative Country hand in hand” as the theme and “Harmonize scientific Olympic in Beijing” as the main content, co-hosted science lecture on “My participation in family energy-saving” in the Disabled Persons Federation in East district, and got very good results. From August to the end of this year, the teach-in group will give 20 more special lectures of “Green Olympic” on the “Olympic Lectures”, which is co-hosted by the Beijing Municipal Bureau of Sport, the Capital Civilization Office and Press Committee of China Olympic Organization Committee, to annotate the Green Olympic concept and practice.

4. Develop trainings related to the Olympic
In order to welcome the 11th world woman softball championship contest in 2006, the teach-in group members based on site investigation and fully preparation gave trainings of “Green Olympic-realizing the promise made by Beijing” to more than 200 people and volunteers worked for the softball venue in Fengtai district. The training, which was with special purpose combined with practical situation, got good results. Each worker and volunteer, guided with the Green Olympic Concept, took Green Action as his task and outstandingly accomplished the service for the contest.

In order to disseminate the concept of Green Olympic, the Beijing Green Olympic Green Action teach-in group gave trainings to the managers from the Olympic contracted hotles on “explanation of environmental protection guide for the hotel service in Beijing Olympic Games”. The teach-in group members also cooperated with the Beijing Municipal Management Committee to practice sorting garbage and gave trainings to the manager from communities. They also cooperated with the construction activities, such as Green Community, Green Hotel and Green Construction Site, to make management trainings for different industries. In 2007, the teach-in group members took “Food safety, nourishment and health” as the theme to give trainings to the catering service people, from which the catering service people got education of the concept of Green Olympic and food safety. Through series of specialized trainings, the knowledge of saving resources, protecting environment and implementing sustainable development was popularized, the promise of Green Olympic was fully understood by people from every industry or trade which can intimate the public to contribute their efforts for constructing the resources-saving and environment-friendly society.

The Beijing Green Olympic Green Action teach-in group also cooperated with the Education Center of State Environmental Protection Agency to give vivid lectures on the training meetings of constructing green community nationwide, which was welcomed by the host organization and other provinces and cities. The teach-in members were also invited to give lectures on the national wide green school manager training classes in Beidaihe Environmental Management School. The teach-in group members put forward directive opinions for the construction of green school. Some of the lectures were recorded and were made into DV materials for other provinces and cities as teaching materials. According to incomplete statistics, in the past three years, the teach-in group members gave more than 700 lectures and the audiences were over 100,000 people.

2. Cooperate with Medias to enlarge the social influence
Besides report tour, the teach-in group also cooperated with Beijing People’s Radio Station and Beijing TV Station to open topically program and special column to disseminate the concept of Green Olympic and to popularize knowledge of environmental protection. In 2005, two anchors of the finance and economics report column of BTV were accepted as new members of the teach-in group. The two anchors gave dozens of times report related to the Green Olympic Green Action in the program of “anchors are at action”, in which some typical models of preventing and control dust pollution, saving water, gardening independently and beautifying communities were reported. In 2006, the teach-in group cooperated with Beijing Radio Station to open up a column named “Lectures on Olympic” in the program of Sports and Transportation, in which the popular science related to Green Olympic was explained to the audience and got warm welcome by the them. Meanwhile, the teach-in group also cooperated with magazines, such as “Science Trend” and “Environmental Protection”, etc. to open up special column to disseminate the concept of Green Olympic and mobilize the public to participate.
The cooperation between the teach-in group and the Medias has greatly enlarged the influence in the society. It not only improved people’s quality of green civilization, but also promoted the public to participate in the activities of Green Action.

There are both intellectuals that past sixty years of age and middle-aged scholars, young teachers and professional members from different fields of the teach-in group members. Though everyone is very busy in his daily work, they still overcome many difficulties and make fully preparation for each lecture without concerning the payment for disseminating the concept of Green Olympic. With the co-effort of all the teach-in group members, the lecture which can meet the needs of people at different levels are rich in content and are very closed to people's daily life, it plays an important role in disseminating the concept of Green Olympic, popularizing environmental knowledge and mobilizing the public to participate in the activities of Green Action, and receives very good results and is highly commented by the public.

3. Improve the environmental awareness of the youth

The environmental awareness of the youth affects the future of our country; therefore BEPF has been taking improving the environmental awareness of the youth as its one of its main tasks since its establishment. By organizing various activities, such as the speech contest of “My participation in Green Olympic”, the drawing contest, etc. among the primary and middle school students, and through the way of “small hand holding big hand” to push the public to participate in the Green Action.

Since 1997, BEPF has been co-hosting the speech contest “Love our mother-the earth” among primary school students with Beijing Municipal Environmental Protection Education and Propagation Center and Beijing Radio Station every year, which is now the 11th year this year. After Beijing won the host right for Olympic in 2001, the primary students have been taking “My participation in Green Olympic” as the theme of their speech contest. In their speech, the kids show their participation in saving resources and protecting environment related to Green Olympic Green Action with examples of using regenerated paper, protesting water resources, sorting garbage, planting trees, protecting wild animals, persuading their family to cut one day off of driving and shopping with cloth-made bag, etc. all these indicate that the kids have contributed great efforts of leading families and pushing the public for the Green Olympic.

From May to Sep. of 2006, the activity of “Green Olympic Action among the Young Pioneers: keeping one bottle of water-design for saving water post” was co-sponsored by China Communist youth league Beijing Committee and the Environmental Department of Beijing Olympic Organization Committee and was undertaken by BEPF. Through the activity, kids’ interest and passion to participate in saving water was stimulated by organizing them to carry out experiment, showing them water-saving knowledge with multi-media. During the activity, the teach-in group office delivered “saving water resources” discs free to more than 1,400 primary schools in the 18 districts. According to statistic, tens of thousands students from over 1,000 schools took part in the activity and more than 5,000 pieces of works were collected. Since 2001, BEPF has been cooperating with related departments to co-host the Chinese-English bilingual speech contest of “My participation in Green Olympic” among middle school students each year; it’s the 7th year this year. Through the way of investigation and study, scientific innovation and social practice, the middle school students have a sound grip of the concept and connotative meaning for the Green Olympic. They talked in fluent English with vivid demonstration in the contest, and put forward their suggestions to government departments concerned, from which reflected their practical results of participation in Green Olympic Green Action, and meanwhile showed the spiritual outlook and elegant appearance of the youth in Beijing.

From April to June of 2006, the contest of “Give free rein to your imagination on the Olympic and make green action in the campus” among the universities in Beijing was co-sponsored by China Communist youth league Beijing Committee and the Environmental Department of Beijing Olympic Organization Committee and was undertaken by BEPF. The college students created lots of film works with simple devices and unadorned language, from which expressed the aspiration of the college students concerning environmental protection and supporting Green Olympic. More than 200 pieces of works were collected from 80 colleges and universities in three months. Last year the show of “Garbage scared out” that displayed on the annual conference of “Sports and Environment Committee” of IOC hosted in Denmark was a prize-winning works of this contest.
4. Organize and mobilize the public to participate in Green Action

In order to improve the air quality in Beijing, from 2004 to 2006, led by Beijing Municipal Bureau of Environmental Protection, BEPF and The Capital Group co-carried out the activity of “the capital people participate in blue sky action”. Through the dust pollution control and prevention pilot project in 669 communities of 108 curbsides in the urban 8 districts, lots of good experiences and practices in organizing public to participate in Green Action were explored.

Dacheng community of Fengsheng curbside in West district is one of the pilots of dust pollution prevention and control. The residents there created many experiences and method in preventing and control dust from little things around them, for example: sprinkle streets with the “secondary” water left by washing vegetables and laundries, afforest the yard and pave the bared land, keep bagged furnishing garbage at appointed place and clean it at regular time, clean the yard willingly, etc. From all of these little things, the environment is improved greatly. In Huajia primary school which is located in this area, the rain water drained from the buildings and playground is collected to water flowers and sprinkle ground after filtered. The practice and experience of preventing and controlling dust pollution in Dascheng Community is approved by the leaders of SEPA, leaders of Environmental Protection Committee of NPC, ever mayor Liu Qi.

Through the activity of “the capital people participate in blue sky action”, the people began to know the danger of dust pollution, the importance of preventing and control dust pollution and how to do it. They realize that everyone is both the endangered one and the producer of dust pollution, and everyone has the responsibility of preventing and controlling dust pollution, so it is important for all of the people to participate in the actions and to contribute efforts for constructing clean and beautiful environment. From 2006 to 2007, BEPF, together with Beijing Gas Group, co-hosted the activity of “participate in the action of saving energy and construct green Beijing”. A lot of achievements were gained in improving the awareness of saving energy among the public by going down to communities to disseminate the knowledge of saving energy and reducing pollution, summarizing and popularizing the measures of saving energy and implementing pilot projects of saving energy for gas heating furnace.

Now, more and more people realize that environmental protection is everyone’s responsibility, and everyone can benefit from participation in environmental protection.

Though BEPF has done a lot in disseminating the concept of Green Olympic and organizing and mobilizing the public to participate in Green Action, there are still differences with the needs of society and the expectation of the public, and there is a long way to go. In future, we will continuously contribute our efforts and improve our work to organize and mobilize more people to join us in green action, for leaving precious environment heritage for the coming generations, for realizing the strategic conceive of “New Beijing, New Olympic”, for constructing resources-saving and environment-friendly society.

4.6.1. Olympic Solidarity sport and environment programme and results

Nicole Girard-Savoy, Programme Manager, Olympic Solidarity
2005-2008 World Programmes
Programmes Mondiaux

- Athletes
- Coaches
- NOC Management
- Promotion of Olympic Values

Sport and Environment Programme
Programme Sport et Environnement

- Created in 1997
- Créé en 1997

- Alignment with IOC objectives / policies and close collaboration with Sport and Environment Commission
- En ligne avec objectifs et politique du CIO et collaboration étroite avec la Commission Sport et Environnement

- IOC encourages involvement of NOCs in this field
- Le CIO encourage l’implication des CNO dans ce domaine

Sport and Environment Programme
Programme Sport et Environnement

➢ Biennial World Conferences (assistance to 45 NOCs)
Conferences Mondiales biennales (assistance à 45 CNO)
- 1999 - Rio de Janeiro, Brazil
- 2001 - Nagano, Japan
- 2003 - Turin, Italy
- 2005 - Nairobi, Kenya
- 2007 - Beijing, China

➢ IOC regional seminars organised worldwide
Financial assistance to NOCs participating

Séminaires régionaux du CIO organisés dans le monde
Assistance financière aux CNO participants

➢ NOC individual initiatives
initiatives individuelles des CNO

2005 – 2008: 43 initiatives (35 NOCs)

<table>
<thead>
<tr>
<th>Region</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>12</td>
<td>15</td>
<td>14</td>
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<tr>
<td>Americas</td>
<td>10</td>
<td>15</td>
<td>12</td>
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<tr>
<td>Asia</td>
<td>10</td>
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<tr>
<td>Europe</td>
<td>10</td>
<td>15</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>Oceania</td>
<td>12</td>
<td>15</td>
<td>14</td>
<td>10</td>
</tr>
</tbody>
</table>
NOC - framework

- Existing structure at NOC level (Commission, working group)
  Structure existante au sein du CNO (Commission, groupe de travail)

- Collaboration with other organisations (e.g. government, NGOs)
  Collaboration avec d'autres organisations (ex: gouvernementales, ONGs)

- Action plan/framework/implementation, evaluation, follow-up
  Plan d'action/cadre de programme/réalisation, évaluation, suivi
  des activités/futures propositions

NOC - impact

- Environmental activities linked with world of sport
  Activités pour l'environnement liées au monde du sport

- Examples of initiatives and programmes financed
  Exemples d'initiatives et programmes financés

- Range of target groups
  Un public cible divers

Thank you!
Merci!

www.olympic.org
4.6.2. Value of regional IOC sport and environment seminars for National Olympic Committees

Tore Brevik, Member of the IOC Commission for Sport and Environment

<table>
<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1999</td>
<td>Christchurch</td>
<td>Barbados</td>
</tr>
<tr>
<td>December 1999</td>
<td>Asia</td>
<td>Samoa</td>
</tr>
<tr>
<td>May 1999</td>
<td>Guayaquil</td>
<td>Ecuador</td>
</tr>
<tr>
<td>June 1998</td>
<td>Rome</td>
<td>Italy</td>
</tr>
<tr>
<td>November 1998</td>
<td>Nairobi</td>
<td>Kenya</td>
</tr>
<tr>
<td>June-July 2000</td>
<td>Dalian</td>
<td>Benin</td>
</tr>
<tr>
<td>November 2001</td>
<td>Jakarta</td>
<td>Iraq</td>
</tr>
<tr>
<td>November 2002</td>
<td>Beijing</td>
<td>China</td>
</tr>
<tr>
<td>November 2004</td>
<td>Luanda</td>
<td>Cape Verde</td>
</tr>
<tr>
<td>April 2005</td>
<td>Dubai</td>
<td>United Arab Emirates</td>
</tr>
<tr>
<td>JUL 2005</td>
<td>Lima</td>
<td>Peru</td>
</tr>
<tr>
<td>May 2006</td>
<td>Kuala Lumpur</td>
<td>Malaysia</td>
</tr>
<tr>
<td>August 2006</td>
<td>Kingston</td>
<td>Jamaica</td>
</tr>
<tr>
<td>March 2007</td>
<td>Darwin</td>
<td>Timor-Leste</td>
</tr>
</tbody>
</table>

Decl. 1. Introduction to logistics for a Commission Officer
2. Introduction to the logistics of the first and second IOC Commission representatives
3. Introduction to the logistics of the third IOC Commission representative
4. Introduction to the logistics of the fourth IOC Commission representative
5. Introduction to the logistics of the fifth IOC Commission representative
6. Introduction to the logistics of the sixth IOC Commission representative
7. Introduction to the logistics of the seventh IOC Commission representative
8. Introduction to the logistics of the eighth IOC Commission representative
9. Introduction to the logistics of the ninth IOC Commission representative
10. Introduction to the logistics of the tenth IOC Commission representative
11. Introduction to the logistics of the eleventh IOC Commission representative
12. Introduction to the logistics of the twelfth IOC Commission representative
13. Introduction to the logistics of the thirteenth IOC Commission representative
14. Introduction to the logistics of the fourteenth IOC Commission representative
15. Introduction to the logistics of the fifteenth IOC Commission representative
16. Introduction to the logistics of the sixteenth IOC Commission representative
17. Introduction to the logistics of the seventeenth IOC Commission representative
18. Introduction to the logistics of the eighteenth IOC Commission representative
19. Introduction to the logistics of the nineteenth IOC Commission representative
20. Introduction to the logistics of the twentieth IOC Commission representative
Objectives

- Advocacy: To continue raising awareness on environmental and sustainable development issues in and through sport.
- Information sharing: (actions and resources) to display the actions of the sporting community (IOC, NOCs, IFs, OCOGs) and to showcase success stories. To provide information on resources available (reference books, websites, etc.) and the Olympic Solidarity Sport and Environment programme.
- Encourage networking: on a national basis amongst the sport community (NOCs, IFs, clubs) with environmental linked organisations to strengthen the sport and environment network.
- Development of action plans: Each delegate to prepare an action plan and these are to be discussed amongst the seminar participants.

Follow up plan: Clearly identify a follow up plan between the NOC delegates and the IOC.
IDENTIFICATION OF KEY ISSUES AND ACTION PLAN

1. Prioritise the issues you consider most important
2. For each issue, consider the following questions

STRATEGY

a) WHAT is the target group of the change?
b) WHAT exactly do we want to achieve (clearly state your goal?) realistic and achievable goal!
c) WHY is it useful or necessary to have this change? Clearly state the arguments/benefits
d) WHAT are the barriers that may prevent us from accomplishing these goals?
e) WHO may be able to assist you (inside and outside your organization)?
f) WHO do we need to influence/lobby to reach these goals?
g) WHAT tools could be used to influence them (how, when, and why)?

ACTION PLAN

- WHAT activities can be implemented to achieve your goals? Prioritize activities. Less can be more effective than more!
- HOW do you plan to implement them (identify clear tasks)?
- WHO would be responsible for getting the task done?
- Identify clear responsibilities
- WHAT resources need to be sourced (human and financial)?
- WHEN do you plan to have completed your tasks? Set a reasonable timeline.
- HOW will you measure your success in reaching your goals?

Expected Outcomes

- Greater awareness on a national basis on environmental and sustainable development issues and the link with sport.
- Increased knowledge on actions of sporting community, model projects, potential financial resources and partners
- Identification of action plans and definition of implementation process for it
- Definition of clear individualised follow up process to the seminar and stronger relationship between DIOC and NOCs
Critical Success Factors

- Olympic Solidarity funding
- Logistical support of local NOC
- High rate of NOC participation
- Submission by delegates of their action plans to their respective NOCs for implementation following the seminar
- IOC follow up

Feedback

Young people a target and resource
We Live in a Changing World
- Population
- Urbanization
- Globalization
- Economic Development
- Environmental Change
  - Human Conflict
  - Growing Knowledge
  - Advancing Science and Technology

Sustainable development and responsible environmental action

GO GREEN

7th World Conference on Sport and the Environment
International Cooperation and Development Dept.
4.6.3. Case study: National Olympic Committee of Japan

Kazuo Sano, Vice-Chairman of the Japanese Olympic Committee Sport and Environment Commission

Today, many serious climate changes caused by global warming such as heat waves, lack of snow, ice and water, photo chemicals and many others are distracting sports. Athletes are having more difficulties to achieve their records and/or finding sports sites. In other words, the Olympic Motto “Citius, Altius, Fortius” is facing serious threat of environmental issues.

Upon request of IOC Sport and Environment Commission since its foundation in 1995, Japanese Olympic Committee established the Sport and Environment Commission of JOC (the commission afterward) in 2001. Abiding by the principle of the IOC guidelines on Sport and Environment, JOC has made their best effort to conserve environment in the sports field and society of sports in Japan with creating effective and collaborative partnership with national sport federations and other sports organizations and the Ministry of Environment.

Hosting the 4th IOC World Conference of Sport and Environment in Nagano in 2001, in order to make the conference successful, the commission studied hard by reading through all the documents, such as "IOC Manual on Sport and Environment", "Olympic Movement’s Agenda 21“ and others. Along with this study, the commission made their objectives.

The configuration of the commission as of April 1, 2007

Members are representing very influential sports federations of Japan and try to make those federations role models of Sport and Environment.

1. Mr. Itabashi, Chairman, Managing Director of JOC
2. Dr. Sano, Vice Chairman, Sec. Gen of Japan Swimming Federation
3. Mr. Tajima, Vice Chairman, Sec. Gen of Japan Football Association
4. Mr. Yamamoto, Sec. Gen of Japan Athletics Association of Federation.
5. Ms. Yamaguchi, Member of Japan Judo Federation
6. Mr. Kamaga, Board Member of Japan Wrestling Association
7. Mr. Matsuoka, Member of Japan Tennis Association
8. Ms. Hiramatsu, Board member of Japan Hockey Federation
9. Mr. Asakura, Member of Japan Gymnastic Association
10. Mr. Tsuchida, Member of Japan Ice Hockey Federation
11. Mr. Ogiwara, Member of Japan Ski Federation
12. Mr. Hashizume, Member of Japan Tennis Association
13. Mr. Ito, Member of Japan Volleyball Association
14. Mr. Bessho, Member of Sagawa Express
15. Mr. Mizuno, Advisor to the Commission

The Objectives of Sport and Environment Commission of JOC are as follows:
1. To promote awareness of environmental issues.
2. Implementation of measures.

At this occasion of the World Conference, JOC will make their report in accordance to the IOC Guidelines.

IOC Guidelines are:

Identification of key issues and action plan
1. Prioritize the issues you consider most important.
2. For each issues, consider the following questions.

I. Strategy
1. Who are target of this change
2. What exactly do we want to achieve (clearly state your goals)? Realistic and achievable goals!
3. Why is it useful or necessary to have this change? Clearly state the arguments/benefits.
4. What are the constraints that may prevent us from accomplishing these goals?
5. Who may be able to assist you (inside) and outside your organization?
6. Who do we need to influence/lobby to reach these goals?
7. What tools could be used to influence them (how when and where)?
II. Action plan

1. What activities can be implemented to achieve your goals?
   Prioritize activities, fewer can be more effective than too many.

2. How do you plan to implement them (identify clear tasks)?

3. Who is responsible to each task? Identify clear responsibilities.

4. What resources are required (human and financial)?

5. By when do you plan to have the tasks completed?
   Set a reasonable timeline. How will you measure your success in reaching your goals?

Concrete actions of JOC following the IOC Guidelines are:

Identifications

1. Prioritize the objectives:
   A. To increase awareness of Sport and environment to all sports field in Japan.
   B. Implementation of basic measurements in sports field in Japan.

I. Strategy

1. Who are the target?
   A. National Federations.
      a. 53 JOC affiliated national federations.
         There are 53 JOC affiliated NFs who host variety of events, from grass roots competitions/clinics to annual national championship. The commission requests all the NFs to be active towards environment. At the same time JOC request them to make reports with photos.
      b. Japan Sports Association who hosts the annual Japan Sports Festival also subordinate 47 affiliated prefectures' (regional) Sports associations. JOC asks to implement the environmental measures at the National Sports Festival.
   B. JOC affiliated organizations such as JOC Official Partners.
      There are quite numbers of JOC affiliated organizations such as JOC Official partners, companies. JOC asks to cooperate to implement environmental measurements.

2. What exactly do we want to achieve (clearly state your goals)?
   Realistic and achievable goals!
   A. The commission promotes awareness of the problems on environment today to all the targeted groups.
      Rising of awareness on environment is essential among sports people who should be conscious on the reality of environment today such as the global warming is proceeding with much faster rate than estimated.
   B. The commission encourages all the targeted groups to implement actions on the environmental issues along with the basic guideline of JOC Sp+Env Commission to.
      JOC requests to all the targeted groups to implement concrete measures that is very simple such as saving energy and resources and separation of waste for recycling. Some of the NFs are very active than the commission expects. JOC ask to make presentations at the seminars or conferences as role model of conservation of environment in sports world.

3. Why is it useful or necessary to have this change?
   Clearly state the benefits/arguments:
   A. It is quite useful that the sports society to be a role model for the whole society on environmental actions. Sports activities are one of the important culture and element of our daily life. Sport and Environment actions by sports organizations and top athletes give effective influence to lead the whole society.
   B. Best environmental conditions are needed for athletes and all sports people. Without good conditions, top athletes would never be able to achieve best performances.
   C. Keeping sports facilities clean enables cost effective operations as well as lower impact to the environment.
   D. It is very useful for educational reasons for not only youngsters who would be leaders of environmental measure in the future but also for all the people who enjoy sports.

4. What are the barriers that may prevent us from accomplishing these goals?
   Barriers; disregarding people, stereotype characteristic.

5. Who may be able to assist you (inside) and outside your organization?
   A. The commission members.
   B. JOC office people.
C. All the affiliated NFs.
D. All the sports related organizations.

6. Who do we need to influence/lobby to reach these goals?
   A. Sports related parties.
      The commission always tries to put up the posters at sports related gathering or parties to give
      participants a hint on environment.
      Encouragement gathering for the Nat’l delegation to Olympic Games are effective place to lobby.
   B. There are quite influential and highly ranked people gather at the sending off party for Nat’l
devigation to Olympic Games, the commission always put up the posters.
   C. Meetings, Seminars and Conferences.
      Any meeting the commission can get permission, the commission put up the posters. Some
      municipal facilities have rules that no permission to put up any posters.

7. What tools could be used to influence them (how when and where)?
   Tools.
   A. Posters.
      Posters are one of the most influential tool for disseminate messages on ones propaganda.
      The commission prints 5000 copies of new posters annually since 2002 to raise awareness on
      environment.
   B. Banners.
      Message banners are also quite effective to disseminate the message at venues of
      competitions. The commission always request to NFs to display the banners. There are about
      65 banners used at various championships.
   C. Leaflets.
      It is also effective to distribute handy leaflets to spectators, athletes and officials of the events.
      JOC tries to compile it with easy expression for kids and prints 50,000 copies of the leaflets.
   D. Annual report of the commission
      The JOC annual report on Sport and Environment is very influential tool for the top management
      of the NFs. JOC distributes them at the annual council meeting in June. Most of the
      representatives of NFs are eagerly looking for their articles in the report.
   E. Results of the questionnaires.
      Annual questionnaire survey is done in October every year with same questions so that JOC
      could analyze a trend on NFs attitude towards environment.
   F. Planting Trees.
      According to the request from President Rogge to cooperate to the “Billion Tree Campaign”
by UNEP, the commission is now searching some organizations that promote tree planting to
cooperate with us.
   G. ISO 14001 recognition.
      ISO 14001 is very appropriate tool for any organization to promote environmental conservation.
      JOC office obtained the recognition of ISO 14001 in year 2003 and renewed it 2006.
   H. Collaboration with the Ministry of Environment.
      Japanese government is now driving measures for decreasing the emission of carbon dioxide
      to fight against global warming. Ministry of Environment and the commission work together to
      disseminate the message “Stop the Global Warming”.

II. Action plans
   1. What activities can be implemented to achieve your goals? Prioritize activities: fewer can be more
effective than too many
      A. 75% of NFs will establish Sport and Environment Commission in their organization in 5 years.
      B. 80% of NFs will display the banners that disseminate message of conservation of environment
      for sports in 5 years. JOC owns 20 banners to this end.

   2. How do you plan to implement them (identify clear tasks)?
      A. Persuade the top of the organizations, Presidents, VPs, and SGs to be proactive to introduce
         concrete actions on environment.
      B. Improve communication network between the commission and NFs.

   3. Who is responsible for getting the task done? Identify clear responsibilities.
      A. The chairman of the commission.
      B. The members are sharing their role in the commission such as compiling the annual report of
      the commission, organizing the regional seminar and conferences.
4. What **resources** need to be sourced (human and financial)?
   A. Human resources.
      Activate the commission to execute annual plan completely.
      a. Commission Members.
      b. Environment Ambassador.
      c. JOC Staff.
      d. National Federations members.
   B. Financial resources.
      The budget of JOC for environmental activities is about US $ 50K.
      The budget is broken down by item with careful scrutiny and implements the itemized budget appropriately for printing the report, posters, leaflets, some expenditure for the seminar and conference, some transportation fees, some postage fees and etc.

5. By when do you plan to have the tasks completed? Set a reasonable timeline.
   How will you **measure** your success in reaching your goals?
   A. Annual Schedule of the Commission.

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1</td>
<td>Fiscal year of JOC starts</td>
</tr>
<tr>
<td>25</td>
<td>NFs+JSA Secretary General Meeting (Appealing on Sp+Env)</td>
</tr>
<tr>
<td>May 25</td>
<td>Sp+Env Commission Meeting</td>
</tr>
<tr>
<td>June 16</td>
<td>Eastern Asian Forum (Presentation on Sp+Env)</td>
</tr>
<tr>
<td>17</td>
<td>JOC Olympic Concert (Appealing on Sp+Env)</td>
</tr>
<tr>
<td>26</td>
<td>JOC Council Meeting (Distributing the report of JOC)</td>
</tr>
<tr>
<td>July 20</td>
<td>Sp+Env Commission Meeting</td>
</tr>
<tr>
<td>August 3</td>
<td>Sending off gathering of University Games (Appealing on Sp+Env)</td>
</tr>
<tr>
<td>September 14</td>
<td>Sp+ Env Commission Meeting</td>
</tr>
<tr>
<td>14</td>
<td>JOC Sp+Env Regional Seminar (Tokyo)</td>
</tr>
<tr>
<td>October 8</td>
<td>JOC Olympic Festival (Appealing on Sp+Env)</td>
</tr>
<tr>
<td>25</td>
<td>IOC World Conference on Sp+Env in Beijing</td>
</tr>
<tr>
<td>26</td>
<td>Asian Indoor Games (Appealing on Sp+Env)</td>
</tr>
<tr>
<td>November 30</td>
<td>JOC Conference on Sp+Env for NFs</td>
</tr>
<tr>
<td>30</td>
<td>Sp+Env Commission Meeting</td>
</tr>
<tr>
<td>December 3</td>
<td>JOC Journalist Seminar (Appealing on Sp+Env)</td>
</tr>
<tr>
<td>January</td>
<td></td>
</tr>
<tr>
<td>February 15</td>
<td>Sp+Env Commission Meeting</td>
</tr>
<tr>
<td>11</td>
<td>Nagano Seminar on Sp+Env</td>
</tr>
<tr>
<td>March</td>
<td></td>
</tr>
<tr>
<td>All year round</td>
<td>Every Olympic Day Run (10 cities)</td>
</tr>
<tr>
<td>All year round</td>
<td>Every NFs National Championship</td>
</tr>
<tr>
<td>All year round</td>
<td>Top League Tournament (ball games)</td>
</tr>
</tbody>
</table>

B. Questionnaire
C. Photo report from the National Federations
III. Conclusion
Under strong leadership of IOC, proactive implementation of NOCs for conservation of environment is indispensable in sports world. JOC sport and environment commission commits to do their best to be a role model of NOC in the field of environmental conservation. JOC sport and environment commission is more than welcome to share experiences, know-how, information with NOCs and any sports organizations through intense collaboration among them.
4.6.4. Case study: National Olympic Committee of Spain

Miranda Kiuri, Member of the Spanish Olympic Committee Sport and Environment Committee

INTRODUCTION

Spain maintains a traditional link with the Olympic Movement. The Barcelona Olympic Games left an indisputable mark. To this we should add the last Mediterranean Games in Almeria in 2005, the European Youth Olympic Festival (Winter EYOF) in Jaca in 2007, and the many meetings of members of the Olympic family, among which we can currently include the next meeting of the World Anti-Doping Agency (WADA) this November in Madrid.

Always ready to share the concerns of the Olympic Movement, the Spanish Olympic Committee (COE) confirmed its interest, and ability and availability to cooperate with the IOC and the Olympic Movement in the field of sport and the environment with the creation of its Commission for the Environment in 2006. We are fully aware that this theme is an integral part of the values of Olympism, particularly the cultural dimension of sport.

Among its priorities on the issue of environmental protection, the Committee also includes an active national policy.

In this general vision, attention is given to creative cooperation with the academic world, to carry out topical scientific research and studies of interest. A concrete example of this is the theme of sustainable legacy from the Olympic Games and the preservation of the Olympic values. This is indeed one of the main concerns of our Millennium – that of safeguarding the cultural memory of our civilisation.

Here are the main stages of our work and the first results in one year:

STUDY, STARTING POINT (The reality)

A. FRACTURED STANDARDS AND RULES
B. UNKNOWN ACTIVITIES
C. VOIDS IN VARIOUS FIELDS

PLAN OF IMMEDIATE ACTION

A. COLLECTION OF DATA
   An example: The Commission has conducted a survey among all the National Federations using a specific questionnaire on the environment and sustainability, management and concrete experience. An important figure: 51 per cent of the National Federations consider that sporting activity is positive for the environment and sports facilities improve the urban or natural setting in which they are located.

B. TRANSLATION OF IOC TEXTS INTO SPANISH AND DISTRIBUTION AMONG ALL THE MEMBERS OF THE SPANISH OLYMPIC FAMILY

C. SETTING UP AN AWARENESS-RAISING PLAN:
   1. “SPORT AND ENVIRONMENT” FORUMS, SEMINARS, DAYS
      • Participating in national and international forums
      • Organising seminars and meetings:
         – Sport and Environment Day for the Spanish Olympic Family, under the presidency of Mr Alejandro Blanco, COE President, celebrated on 31 May at the Committee headquarters with guest of honour Dr Pál Schmitt, Chairman of the International Olympic Committee’s Sport and Environment Commission.
         – National Seminar on Sport and the Environment, which will take place on 13 and 14 November 2007 in Barcelona. The main objective of the Seminar is to disseminate immediately the results of the resolutions from the 7th Forum in Beijing, and to study recent experience of international sports and Olympic events, trends for facilities and management, etc.
   2. PUBLICATION OF IOC DOCUMENTS
3. CONCRETE ACTION

- Celebration of World Environment Day, on 5 June 2007, with a lecture by Dr Pál Schmitt in the framework of academic activities of the “J.A. Samaranch” Olympic Chair of the CJC University, with the COE.
- Planting an native tree on the patio of the COE and inauguration of a commemorative plaque made of recycled material as a symbol of future good practices.
- Reading of the commitment manifesto of Spanish athletes in support of the protection of the environment and sustainable development.

NEW CHANNELS OF ACTIVE PARTICIPATION OF PUBLIC AUTHORITIES AND INSTITUTIONS

Signature of agreements and cooperation documents, with a particular interest in cooperation at local level (large scale and long-term), taking into account the Spanish administrative morphology.

A. AGREEMENT SIGNED BETWEEN THE COE AND THE SPANISH FEDERATION OF CITIES AND PROVINCES (FEMP), March 2007

Integration of environmental criteria and sustainability in the field of local sport: “The Plays Green Project” is a set of local initiatives placed under the theme “Think globally, act locally”; a commitment to integrate into city council structures two representatives (a technician and a politician) as spokespersons for issues related to sport and the environment (sports events, facilities, management and sport for all). 2008 will see the creation of the Network of City Councils belonging to the Project and the Joint Commission between the COE and the representatives of the network.

B. COOPERATION AGREEMENT SIGNED BETWEEN THE SPANISH SPORTS COUNCIL (CSD), THE COE AND GREEN CROSS – SPAIN, June 2007

National Strategy for Sport and Sustainability

The CSD, together with the COE and the Green Cross – Spain organisation, in conformity with IOC and United Nations guidelines concerning the protection of the environment, have set up the National Strategy of Action in the field of sport and the environment.

This plan is to develop national criteria for sports facilities projects and the organisation of sports events. The priority is to ensure the quality of the environment, the quality of the urban fabric and the promotion of the concept of sustainability through sport.

C. INITIATIVES WITH THE NATIONAL FEDERATIONS (NFs)

Presenting reports on the environment at NF meetings, as well as providing assistance on specific topics. Working with the organising or candidature structures on the preparation and organisation of sports events in our country.

D. EDUCATION, TRAINING AND UNIVERSITIES

1. Development of the Decalogue for the respect for nature in school sports practice (initiative taken after having analysed the results of a study on the values of sport as an educational tool, fruit of the survey conducted as part of the regional School Championships: 81 per cent of participants consider that sport is an extraordinary method for social integration; while 78.8 per cent wanted to improve the facilities, among other statistics).
2. Preparation of “Sport and Sustainability” training courses in the framework of university programmes. (Themes included: History; Experience; Legislation and Management; and Infrastructures and Facilities.)
3. Collaboration with universities

   - Reference for promotion of the values.
   - Catalysts for education.
   - Source of research and studies for an in-depth study:

     Brief description of the conclusions of recent research, the doctoral thesis “The Olympic Memory”, produced with the assistance of an IOC/OS grant.

     Current concept:
     Olympic Games: Positive legacy/Negative legacy
Analysis of the values:
The Olympic Games – bringer of the values of a Cultural Property (TCM/ICM), existing between the two categories which are profoundly interdependent.

Protection of the values:
The notion of cultural heritage includes the protection, safeguarding and tutelage of the values of a Cultural Property.
Protecting the values of the Games, safeguarding the values of a positive legacy means entering in the field of cultural heritage.
As it is the concept of heritage which allocates values and includes the notion of joint ownership and collective responsibility beyond the fact of who possesses it.

The Olympic Games: Cultural Heritage of Mankind.

The measures for the safeguarding and tutelage of cultural properties are instruments to protect the environment.
Defining Olympic cultural heritage according to scientific methods is an important environmental activity.

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1 Tangible Cultural Material; Intangible Cultural Material. Cultural Property is the full concept of the Monument
2 Cultural Property of International Importance – Cultural Heritage of Mankind (World Cultural Heritage)
4.7. Plenary 2 – The Olympics and corporate environmental responsibility

4.7.1. Building a Greener Games: Infrastructure Needs in Sport

Geoff Li, Director of Communications, China on behalf of Steve Bertamini, Chairman and CEO for Northeast Asia and China

Building a Greener Games: Infrastructure Needs in Sport

Steve Bertamini
GE Chairman and CEO
Northeast Asia and China
October 2007

The world faces big challenges...

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- Scarcity
  - 1B+ people in water scarcity
- Security + Cost
  - Oil demand at an all-time high, depleting reserves
- Regulation
  - Near consensus on climate change

Broad, growing impact on business...

- Resource Costs
  - Operations
- Regulations
  - EHS, Gov't Relations
- Risk & Uncertainty
  - Strategy, Finance
- Employee Attitudes
  - Human Resources
- Public Opinion
  - Communications
- Market Demand
  - Product, H&O, Mtg

Infrastructure market realities

- Global growth
- Oil prices
- Water scarcity
- Regulations

Technology is the answer

Sustainable Infrastructure Trends

- Transportation access
  - Enhance Mass transportation
  - Using alternative fuel/ hybrid vehicles
- Renewable Energy
- Structure
  - LEED/Green Start compliant
  - Recycled materials
  - Preservation of green space
  - Green roofs
  - Green materials
- Water
  - Alternative drainage
  - Use of rainwater

7th World Conference on Sport and the Environment
International Cooperation and Development Dept.
**ecomagination**

Grow revenues to $20B by 2010
Double R&D to $1.5B by 2010
Reduce Greenhouse gases
Inform public

**45+ eco-products and counting**

The Future is Now...

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The Olympic Games...Beijing and Beyond

Beijing 2008

- Fuxing Softball Field
  - Solar-powered LED street lighting fixtures

- National Stadium
  - Ultrafiltration membrane water treatment technologies
  - Nanofiltration membrane rainwater recycling and core technologies

- National Aquatics Center
  - Energy-efficient sport lighting

Vancouver 2010

- LEEDS Zenon Membrane Systems at:
  - Nordic Water and Wastewater Treatment Plant
  - Vancouver Convention Center
  - System to irrigate the six-acre grass roof

- GE: 9F A natural gas turbine power generators to provide electricity to Olympic Central Area
- Wind farms in Inner Mongolia, Shanghai and Hobit providing 750 MWh of renewable energy
London 2012

The goal of a zero-waste Games

- Minimizing carbon emissions
- Efficient water use, reuse and recycling
- Optimizing the reduction of waste through design
- Environmentally and socially responsible materials
- Optimizing land, water, noise and air quality

Beyond the Olympic Games

U.S. Baseball Goes Solar
MLB - Cleveland Indians
- 42 Solar Panels installed
- First American League ballpark to go solar

U.S. Football Goes Solar
NFL - Philadelphia Eagles Training Facility
- Converts energy from sunlight into electricity
- Produces 16,100 kilowatt-hours per year
-.mmillion 28,000 pounds per year of carbon dioxide emissions
- Equivalent to planting 67 trees per year

What’s Next

Asian Games Guangzhou 2010

Macau

2010 FIFA World Cup South Africa

Sustainable Building... a marathon, not a sprint

- Need to develop new technology in global locations
- Government, academia & industry all have a role
- Need range of approaches – we are in this together
4.7.2. Green Olympics in China

David G. Brooks, Vice President and General Manager, Beijing 2008 Coca-Cola (China) Beverages

A History of Support
The Coca-Cola Company is a Worldwide Olympic Partner and the longest continuous corporate supporter of the Olympic Games. We are proud to have have been associated with the Olympic Games since Amsterdam 1928.

We support the Olympic Games for numerous reasons – we share the values of Olympism, we share a vision of a better and more-peaceful world, and we share a commitment to fair play and the pursuit of excellence.

In 2005, we announced the renewal of our partnership with the IOC for an unprecedented 12 years, lengthening the role of Coca-Cola as a Worldwide Olympic Partner from 2009 through 2020. With this agreement, our support continues from the Beijing 2008 Olympic Games through the Vancouver 2010 Olympic Winter Games, the London 2012 Olympic Games, the Sochi 2014 Olympic Winter Games, and the Olympic Games of 2016 (Summer), 2018 (Winter) and 2020 (Summer).

Our pact with the IOC through 2020 also extends the most-enduring partnership in the history of the Olympic Games to 92 years without interruption.

Creating Consumer Experiences
The Coca-Cola Company has been dedicated to creating unique and memorable Olympic Games experiences through our partnerships with the IOC, the NOCs and the local organizing committees in the host countries for the Games of each Olympiad.

Our promotional and community programs in countries around the globe simultaneously help create lasting, irreplaceable memories of the Games for local citizens.

Playing Our Role in “Greening the Games” – A History of Support
One of the ways we seek to connect with consumers and play our role as a responsible corporate citizen is by stepping up support for environmental efforts in conjunction with the Olympic Games.

We bring this vision to life in a many different ways. I am pleased to announce that just two days ago, on October 24th, The Coca-Cola Company and the Hellenic Olympic Committee announced that Coca-Cola will be making a $2 million donation to help the HOC restore its site at Ancient Olympia, the cradle of the Olympic Games and the ultimate symbol of Greek and international culture and sports.

Coca-Cola was one of the first sponsors to support the IOC’s environmental agenda. We did so by providing 2,500 recycling boxes at Olympic venues in Nagano, Japan, during the 1998 Winter Olympic Games. Since then, we have consistently used the Olympic Games to raise awareness of environmental issues and showcase our latest eco-friendly practices, products and services.

In Salt Lake City (2002), we introduced the first completely closed-loop recycling programme for plastic beverage bottles at an Olympic Games, as well as the first 100% biodegradable cold drink cups.

In Athens (2004), we worked along with McDonald’s Corporation and Unilever—to introduce “Refrigerants, Naturally!”, a voluntary initiative to address global climate change through the promotion of HFC-free alternative refrigeration technologies. The initiative has since earned the support of the United Nations Environment Programme and Greenpeace. We also deployed more than 600 beverage machines to Olympic Games venues in Athens. These machines were unique because they used carbon dioxide as the refrigerant. This alternative refrigeration technology safeguards the climate by eliminating the use of ozone-damaging chlorofluorocarbons (CFCs) and hydrofluorocarbons (HFCs). We deployed the HFC-free refrigeration systems in all of the venues at the Torino Games (2006).

Playing Our Role in the “Green Olympics” – Beijing 2008
The Olympic Torch Relay has allowed millions of people in numerous countries – individuals who would not otherwise have the opportunity to enjoy a real, up-close Olympic experience – to be exposed to one of the most-powerful symbols in the world, the Olympic Flame, and witness or even take part in an Olympic Games tradition. Our close involvement with the Olympic Torch Relay dates back to 1992, and we are proud to be a sponsor of the Beijing 2008 Olympic Torch Relay.
We are excited to expand our engagement with the Olympic Torch Relay for the Beijing Games to include recognition of a number of “environmental champions” around the world.

As a proud global partner of the Olympic torch relay, we will give environmental champions from around the world the opportunity to use this historic journey of the Olympic torch to share their messages of environmental conservation and protection.

- Our participation as a sponsor of the Olympic Torch Relay will include a focus on the environment and how people can help protect the planet. Coca-Cola will nominate individuals who play active roles in environmental issues to serve as torchbearers in countries around the world. Many of our torchbearers will be selected in recognition of the work they are doing in the areas of water conservation, recycling and energy and climate protection – the three main engines driving the environmental initiatives of The Coca-Cola Company.
- This is a way for Coca-Cola to share the optimism we have for our planet and spotlight those who are making a difference to improve the environment. The torchbearers will serve as positive, living ambassadors of this movement, raising environmental awareness locally and encouraging others to become involved.
- In this same spirit, Coca-Cola China has dedicated 31 of its torchbearer slots for mainland China – one for each of the 31 Chinese provinces, autonomous regions and municipalities – to the selection of individuals demonstrating environmental stewardship.

We are fully committed to water stewardship and will use our engagement with the Olympics as an opportunity to continue to raise awareness about how we all need to play a role in addressing the world’s water challenges. On June 5th, 2007, our Chairman and CEO, Neville Isdell announced here in Beijing The Coca-Cola Company's pledge to work to replace every drop of water we use in our beverages and their production – to achieve “harmony” in communities where we operate.

- Our pledge to replace the water we use has three core components: Reduce, Recycle and Replenish.
  - Reduce: The Coca-Cola Company will set specific water efficiency targets for global operations by 2008 to be the most efficient user of water among peer companies.
  - Recycle: We will align our entire global system in returning all water that we use for manufacturing processes to the environment at a level that supports aquatic life and agriculture by the end of 2010.
  - Replenish: We will expand support of healthy watersheds and sustainable community water programs to balance the water used in our finished beverages.

- Beginning in 2005, we partnered with BOCOG to kick off a Beijing city-wide environmental education campaign calling on more than 100,000 students and their families to “Save a Barrel of Water”. In 2006 and 2007, this program was extended to all Co-Host Cities, and in 2007 was run in 15 cities across China. Over the past 3 years, working closely with BOCOG we have helped educate 380,000 Chinese students in basic principles of water conservation and how they can make a difference. This program will continue in 2008.

- Separately, in 2006, we launched a partnership with the China Soong Ching Ling Foundation to construct rainwater storage facilities, water pump stations, and pipe systems in Pengyang County, Ningxia Autonomous Region. This project improved the water supply for over 3,000 residents of seven villages in an area where per capita water resources are one-eighth of the national average.

- The Coca-Cola Company is also working closely with the UNDP to bring what we call “Community Water Partnerships to life” across China, including a key project in Shenyang.

The Coca-Cola Company will place eKOfreshment equipment at all Beijing 2008 Olympic Games venues. The equipment will have significantly less climate impact than conventional coolers and vending machines.

- For the first time at an Olympic event, 100% of the coolers and vending machines provided by Coca-Cola will use HFC-free natural refrigerants.
Approximately 6,000 coolers and 350 vending machines will be placed in Beijing and the six co-host cities of the 2008 Olympic Games. These units will be free of HFC insulation and refrigerant gas.

Additionally, these machines will feature The Coca-Cola Company’s proprietary Energy Management System and Global Equipment Platform cassette design which significantly improve energy efficiency by up to 35%.

Coca-Cola has facilitated the development of an innovative technological solution using a natural refrigerant (CO₂) that is climate and ozone friendly, and conserving energy used by refrigeration units (EMS).

CO₂-based coolers are up to 17,000 times less harmful to the environment than conventional coolers.

Our commitment is part of an ongoing effort, and has been made possible through open collaboration with both our supply chain and Greenpeace.

Finally, as an example of our new approach to NGO partnerships, we are very happy that our Beijing 2008 Olympic Games environmental programs are benefiting from expert guidance.

In a unique arrangement with The Coca-Cola Company, CARE USA has loaned its National Water Strategist, Susan Davis, to the Coca-Cola Olympic Project Group for one year as a consultant on our Green Olympics initiatives.

Thank you for your attention, and we look forward to working closely with the IOC, BOCOG, and our other key partners to make our small contribution to bringing the vision of a “Green Olympic Games” to life.
4.7.3. Moving towards a harmonious world with the delivery of clean energy

Zhi'an Cao, Executive Vice President of State Grid Corporation of China

I feel privileged to attend the 2007 World Conference on Sports and Environment. My topic today is “Delivering Clean Energy towards a Harmonious World”.

State Grid Corporation of China is a key supplier of energy, a critical enterprise to the Chinese economy and the people’s livelihood. SGCC focuses its business on constructing and operating power grid and shoulders the essential responsibility of supplying electric power for socio-economical developments. SGCC operates in 26 provinces, autonomous regions and municipalities, covering more than 88% of the Chinese national territory. By the end of 2006, the corporation has 1,504 million workers and a total asset of RMB 1,214.1 billion. In 2006, SGCC sold electricity amounted to 1,710 TWh with its core business revenue of RMB 852.9 billion, ranking 29th among the 2007 Fortune Global 500 largest corporations. SGCC is also the largest utility in the world.

Sports is an eternal theme of human beings. As a sport event that is of the largest scale, the highest level and the most popularity, Olympic Games demonstrate not only sports performance but also Olympic spirits. “Citius, altius, fortius” and “Active participation, fair competition and promotion of world peace” are contributing actively to the construction of a peaceful and harmonious world. Beijing 2008 Olympic Games propose the slogan of “One world, one dream” and promote the ideas of “Green Olympics, High-tech Olympics and People's Olympics”, which demonstrates the Olympic spirits on a concrete basis. As one of the partners of Beijing 2008 Olympics, SGCC has been paying close attention to and supporting the Olympic Games and participate in the Olympic Games. We comprehensively and orderly proceed in the electric engineering and reliable power provisions, actively mobilize the staff to care about and support the Olympic Games and participate in the Olympic Games. We promote the enterprise spirits of “In Search Of Excellence, In Pursuit Of Out-Performance” in order to accelerate the construction of first rate power grid and ensure supply of clean, reliable and sustained energy. In general, SGCC materializes the Beijing 2008 Olympic Games slogan of “Green Olympics, High-tech Olympics and People’s Olympics” and makes people’s life better and makes the world more harmonious.

Energy is an important foundation for the development of human society. Sustainable and reliable supply of energy is vital to the construction of a harmonious world. Global economy growth goes hand in hand with the growth of energy demand. In 2004, the world energy consumption reached 17 billion standard coal; 80% of which are fossil energies such as coal, petrol and natural gas. The global economic and social development is facing challenges of energy shortage, environment pollution and climate change. Fossil oil energy will run out as they are non-renewable resources. According to the estimation of experts, the fossil oil resources in the world will be used up in about 40 years, natural gas in 63 years and coal in 100 years. The energy consumption featuring fossil oil is producing serious environmental problems. Acid rain and emission of greenhouse gases are significant factors of pollution and climate change, threatening the sustainable development of human society. Ensuring the safety of power supply and adjusting itself to changing climate and protecting ecological environment are universal tasks. Governments should face and collaborate the challenges.

China is developing the well-off society and constructing a harmonious socialism society. Safe, economical and sustainable supply of clean energy is important to the sustainable development of China's socio-economic development. As a developing country with sustained fast development and largest population, China has seen a steady growth of energy consumption and become the second biggest producer and consumer of energy. The energy supply situation is tough in China. With coal accounting for 70% of the primary energy consumption, China is among a few nations that have coal as their major energy source. Environmental problems are more and more severe. Resource and environment have become the constraining factors influencing the development of Chinese economy and society. The Chinese government has stated explicitly that by 2020 the quadruple of GDP will be reached at the expense of a doubled energy consumption. The energy consumption per GDP and main pollutant emission will be lowered by 20% and 10% respectively. National Climate Change Program has launched formally, posing even strict requirements on efficiency of energy consumption, acceleration of clean energy development, energy conservation, pollutant emission cuts, as well as ecological environment protection.

Electricity is the most widely used secondary energy which is economical and efficient. One ton standard coal of electricity equals 17.3 ton standard coal of coal, or 3.2 ton standard coal of petrol in terms of the economic value they create. Raising the proportion of electricity in energy consumption is an important way to use energy on an efficient and clean basis. As a transmission channel of electricity connecting the
power station and users, power grid has a fundamental role to play in optimizing the energy allocation and an important sector in strategic distribution of energy and energy industry chain. The distribution and development of primary energy in China are rather imbalanced. More than 80% of coal is located in the western and northern parts of China; more than 80% of hydro-power is located in the western part of the country. However, 75% of energy demand is located in the central and eastern parts of China. The distance between energy bases and consumers ranges from 800 to 3,000 kilometers or even longer. Maximally utilizing the power grid, allocating power on large scales, in large areas, with large capacity and high efficiency is important to the safe and reliable supply of energy, help solve the problems of energy and environment, balance the development of east and west parts of China as well as the harmonious development of society and environment.

SGCC insists on the sustainable development strategy and provision of safer, cleaner and more economical and sustainable energy sources. First, it insists on the transformation of power grid development patterns by building a modern national grid that is equipped with UHV power transmission lines as its backbone, and the balanced development of power grids at various voltage levels, making maximal use of the resource allocation function of power grid and serving the sustainable development of energy in China. SGCC actively proceeds with the new strategy that includes developing UHV power grid to promote the integrated development of coal-fired power plants in the west and north as well as hydropower plants in the southwest, constructing major nuclear power plants and optimizing energy allocation in large areas. According to estimation, transmitting 100 GWh of electricity from north China to the load center in the east will save 250,000,000 tons of railway transportation capacity, 3,260,000 tons of sulfur dioxide emission, 730,000 tons of nitrogen oxide, 140,000,000 tons of carbon dioxide. The construction of UHV power grid and conversion of coal into electricity can achieve significant economic, social and environmental benefits, as the clean energy can be transmitted from the west and the north to the load center located in central and eastern China. Development of 1,000 kV UHV AC transmission lines and ±800 kV UHV DC transmission lines have been listed into the China's National Climate Change Program. According to the program, the UHV power grid will have a capacity of more than 200 GW which can save installed capacity of 22 GW, abandoned water of 6 GWh and comprehensive benefits of more than 100 TWh. At present, SGCC has made break-through in UHV technology with relevant intellectual property. The first 1,000 kV UHV AC demonstration project carried out by SGCC has passed national tests and been officially launched. The demonstration project of ±800 kV UHV DC transmission from Sichuan to Shanghai has also been formally launched. The state-of-art UHV AC and DC demonstration project have been launched and put into use and have accumulated great amount of important experiment data to support the UHV projects.

Secondly, SGCC insists on market-oriented reform, accelerating the construction of the triple-layered national, regional and provincial market system, actively promoting trans-area electricity transaction, making use of market for its resource allocation function.

Thirdly, SGCC sticks to both the connotation development and denotation development. SGCC strengthens technology innovation, raises the transmission capacity of power, strengthens the demand-side management, promotes the efficient use of energy, implements energy efficient planning, develops pumped-storage hydropower, raises the efficiency, reliability of power grid, resource allocation efficiency of power grid, lowers the losses of transmission.

Fourthly, SGCC advocates scientific innovation to promote efficient, energy-saving and environmental-friendly technology. SGCC promotes the research and application of technologies such as the power grid energy storage, sodium sulfur battery and electric vehicles. We have set up Sichuan Baima Power Plant, the first 300 MW CFB demonstration power plant. We have also promoted typical design and standardized construction as well as the application of energy efficient instruments. We always give full consideration of the harmonious development of energy and environment in the design and construction of power grids.

The fifth is to support renewable resource development, such as the grid-integration for hydro-power, wind power, solar energy and geothermal energy. SGCC encourages the consumers to use green power. We cooperate with government departments to plan the construction of MW level wind mills. We also actively promote biological energy. By the end of 2006, more than 28 bioenergy power plants with installed capacity of 903 MW have been approved by the central government, 15 of which are under construction with installed capacity of 310 MW. The bioenergy power will reach 2,000 MW by 2010.

SGCC stresses the core values of implementing social responsibility and the enterprise spirits of “In Search of Excellence, in pursuit of out-performance”. SGCC serves the country, customers, and business partners, to promote the economic and social development. SGCC pledges to carry out corporate social
responsibility. In March 2006, we released the first corporate social responsibility (CSR) report to promote actively the harmonious development of corporation, industry and social development.

We prioritize the safe supply of electricity and overcome such difficulties as fast growth of power demand, unmatched power grid infrastructure, intensive power plants construction and frequent occurrence of natural disasters. SGCC ensures the smooth power grid operation, reliable power supply, economic development and social public security. SGCC pursues excellent service and first-class brand, the implementation of “10 Promises,” “10 Measures of open, fair and transparent power dispatching principles” “10 Prohibitions against Service Misbehaviors,” and “Quality Service for 10,000 Households”. SGCC has ensured quality service when electricity price is much lower than the international average. We also actively implement development strategy of New Countryside, New Power and New Service and “Power for All” project. By 2010, electricity access will be provided to non-connected 1,200,000 households and 4,500,000 households. By that time, all households in our service area will be covered. By the end of September, SGCC has provided 953,100 households of 3,506,300 people with access to electricity. We actively promote virtuous values and social welfare. In 2006, we set up SGCC Loving Fund to help the handicapped, the old and school children. We promise to donate RMB 60 million for the handicapped, RMB 60 million for the old and RMB 120 million for school children. Staff have mobilized to donate more than RMB 20 million and RMB 36 million for “Power for All” project.

SGCC actively implements corporate social responsibility and sustainable development and has received positive responses from the Chinese governments and the society. SGCC received prizes and honors such as “The China Charity Award”, “Most Responsible Corporation”, “2006 Corporate Social Responsibility Construction Award”, “Favorite Brands of Chinese Netizens in 2006”, “People’s Social Responsibility Award” and “National Model Enterprise with Harmonious Labor Relationship”.

Ladies and Gentleman, today we are witnessing profound development of economic globalization, at the same time, pollution, resource depletion, ecological disruption and climate change are all challenges to governments. Active implementation of social responsibility and sustainable development is the duty and mission for every enterprise. SGCC will further promote Olympic spirits; fulfill our social responsibility promises. SGCC will, in collaboration with enterprises domestic and overseas, safeguard the sustainable, balanced and healthy developments of society and environment, for a brighter future and a harmonious world.

Thank you for your attention!
As some of you may know, adidas has a long and distinguished involvement with the Olympic Movement, beginning in 1928 when Adi Dassler – the founder of the company – created his first products for athletes to compete in Amsterdam Games.

Ever since, the history of adidas and the Olympic Games has been closely linked.

As a sporting goods company adidas is proud to be the Official Sportswear Partner of the Beijing 2008 Olympic Games and the 2008 Paralympics. We are also the official supplier to 8 National Olympic Committees who will participate in the 2008 summer games, as well as supplying athletic product to a large number of individual sportsmen and women who are expected to compete here in Beijing.

We are also honoured at being chosen as the Official Sportswear sponsor for the 2012 Summer Olympics, which is to be hosted in London.

Initially, as a German manufacturer and now as a global brand, adidas has had a history of closely managing the environmental footprint of our products. In the next 10 minutes or so I want to highlight some of our recent successes, and some of the challenges that lie ahead for us.

**Sustainability**

As indicated by the title of my presentation, I will focus on the global supply chain. Perhaps, more accurately, I should speak of the global value chain, as environmental factors feature at every step in a product's life cycle: from product creation to the end point sale of the sports shoe, or garment, through to its final disposal. And of course the environment does not stand alone in our considerations. As we strive for sustainable practices we need to consider the social and economic factors at play.

Our success in doing so is reflected in the fact that for the past 5 consecutive years we have been rated by the Dow Jones Sustainability Index as the most sustainable company in the apparel and footwear sector. Added to this, in July 2007 the adidas Group was again included in the FTSE4Good Index, which selects companies on the basis of ongoing commitment to environmental sustainability, strong financial performance, a positive relationship with stakeholders and dedication to upholding and supporting human rights.

The FTSE4Good Index recognizes the important role that stakeholders play in the actions and decisions of a well-governed business. It is our stakeholders that are the strongest driver for change as a global business. Let me elaborate.

**Stakeholders**

First, we have our consumers and their growing environmental awareness, health consciousness and well-being. What we are seeing worldwide, including here in Asia, is a resurgence of what in the 1980s was labelled “green consumerism”. But it is more than this. As a long-time environmental practitioner, I am astounded by how quickly global warming has captured the popular imagination. This has been fuelled of course by the media. But it is also being translated into everyday experiences. How often are you hearing people attributing the frequency or severity of a storm, a drought, or a flood, to “global warming”?
It has become commonplace. It is now part of our everyday vernacular. And that is powerful.

Then there our investors, in particular the SRIs – Social Responsibility Investment funds – as well as the mainstream pension funds, which have been increasingly vocal over the question of business and sustainability. Together with banks and insurance companies, the investment community has heralded the call for business to take an active part in tackling climate change, in better managing and preserving natural resources, as well as other pressing environmental issues.

Government – both national and regional – remains a dominant voice in regulating business and the environment. As a European headquartered company we know this well and we have partnered with our competitors and with others in the consumer goods industry to engage with Brussels on environmental regulation. We are one of the leadership companies in AFIRM, a group which has been formed to better manage hazardous materials in the footwear and apparel industry. This is in direct response to the recent EU Directive on testing the environmental and health effects of chemicals in manufactured goods, and will further extend our already rigorous programme on product safety.

Last, but by no means least, there are the activists and non-governmental organizations that have been advocating change in business practices – in particular with respect to global trade, social equity and workplace conditions in the developing world, but also in terms of the local community impacts of manufacturing operations and the global impact of industry on the environment.

Successes

I would like to highlight for you three examples where adidas has seen tangible success in managing our environmental footprint as a sporting goods company.

The first example relates to the importance of partnerships and the need to grasp the big picture and understand all impacts.

adidas is an iconic brand when it comes to “the beautiful game”, the game of football. In 2001, when we embarked on an ambitious plan to develop an Integrated Product Policy, one which would examine and trace the environmental impact of our products along the entire value chain, it was a football boot that was chosen for the pilot study.

The research was revealing.

Our greatest impact – if we look at the full life cycle of the chosen football boot – is in water consumption. But it is not water consumed in the direct manufacture of the shoe itself, but in the creation of the component materials; most notably the leather uppers.

The integrated product policy has in essence created a tool, to enable our designers and developers to make better choices in materials and processes to reduce environmental impacts. The project was completed in partnership with the Bavarian Government, a range of internal departments and external stakeholders including universities and scientific institutes.

Another innovative project, one which has included partnership with a range of stakeholders is the Better Cotton Initiative. The Better Cotton Initiative is a multi-stakeholder programme that brings together apparel producers, NGOs (such as WWF) and farmers to improve agricultural practices in order to reduce water consumption and the use of pesticides in cotton growing areas in Pakistan, India, Australia and Central Asia. This project also considers the social dimension of employment and the economic needs of rural farming communities who are dependent on cotton production.

My second example highlights the role technology has to play in managing environmental impacts.

In 2000, adidas introduced water-based solvents into the process of manufacturing our athletic shoes. In doing so we reduced the use of chemical solvents and glues. This led to a
dramatic decrease in the presence of Volatile Organic Compounds (VOCs) in the workplace and those released to the atmosphere. This was good for the workers making our products and good for the environment. We set and met the European Union's standards worldwide and we are continuing to seek further reductions.

The third example relates to transparency and to sharing experiences. Our key manufacturing partners, particularly those in footwear, have participated for many years in Best Practice Sharing sessions – practical training exercises that rotate between factories – to improve health, safety and environmental conditions. Building on this in 2002 we launched our Environmental Best Practice Guidelines and have supported these with waste minimization workshops in 2003 and tailored energy management workshops in 2004, 2005 and 2006. Further energy efficiency workshops are scheduled for 2007 here in China. We are arming our business partners with ideas and with information, and we are seeing positive results.

One supplier recently approached me with a suggestion to building a wind turbine to generate on-site power.

Challenges

Let me know turn to some of our challenges.

Adidas prides itself on its technical innovation, on engineering solutions and developing higher performance sports products.

In 2005 we launched the first “intelligent shoe”: the \textit{adidas 1}. The \textit{adidas 1} has a sensor and motor to adjust the tensile strength of the sole. Also, embedded sensors in fabrics to measure heart rate and new materials that regulate body temperature, or offer additional stretch and flexibility, are increasingly featuring in our product ranges. The sports goods industry is embracing technology and with this comes the challenge of managing new components and new materials. adidas is in ongoing discussions with the regulators in Europe, for example, over the classification of the \textit{adidas 1}.

Is it an electronics product, or is it a shoe? If it is an electronic gadget, the EU requires a substantial part of the product to be recycled, or reused, as say it does for a mobile phone, or a laptop computer.

Such debates will continue and greater engagement is needed.

As a general approach, we focus our efforts to the areas where we have the greatest influence. That is, in the design of our product and in their manufacture. In the supply chain our greatest leverage lies with our key manufacturing partners. Those who are directly contracted to produce the finished goods. We term these our Tier 1 relationships. But we know from our own research and from product life cycle analyses, that it is the second and third tiers in the supply chain pyramid that present the largest environmental risks. That is, the fabric mills and dye houses and the plants which manufacture the chemicals, synthetics and other components – which form the second tier – and raw material sources, which lie at the base of the pyramid. The challenge is that, as we move deeper into the supply chain, the complexity and scale of issues increases, and yet our ability and our resources to influence processes and outcomes declines.

Thus, in these subordinate tiers of the supply chain, we can not act alone. We will only be effective in managing environmental impacts where we partner for change. Those partnerships must be forged with other brands, with manufacturing associations, with industry bodies and with governments and non-government organisations.

Collaboration must be the way forward.
Making a Difference

As we are discussing environmental concerns in this forum, I want to end with a sobering fact. The World Health Organization has reported that four million children under the age of 5 die every year because of environmental hazards, such as air and water pollution.

As Ethical Corporation Magazine’ succinctly put it: “that is an average of one death every eight seconds”.

So we have to ask ourselves, in all humility, individually and as organizations, where and how we can make a difference?

I am part of the adidas Group’s Social & Environmental Affairs team, which numbers a little over 50 people. To offset the carbon footprint of our air travel in 2006 we committed in investing in a sanitation project in Nepal, one that utilizes methane gas for energy generation. It’s a practical project, one that is helping a single rural community. This for me captures the very essence of sustainability – the importance of linking developmental gains, with environmental improvement.

For me sports and the environment, at whatever scale, begins and ends with what we can give back to our local communities.

Thank you for listening and I look forward to taking your questions.
4.7.5. Business and the Green Games: Harmonious partnership

Hongmei Wang, General Manager, Department of Development Strategy, China Mobile Communications Corporation

The Green Olympics: A Shared Responsibility

Green Olympic Core Concepts:
The Green Olympics is one of three core concepts being promoted through the 2008 Games. Under the theme of the "Green Olympics," environmental protection is a key prerequisite used in designing the 2008 Games. From a construction perspective, environmentally friendly technologies will be widely applied to building design; from a consumer perspective, the Olympics create a key opportunity to improve public awareness around Olympic protection.

As an official Olympic Partner, China Mobile is very supportive of the Green Olympic. We are proud to have a role in supporting and developing the ideas of environmental protection and sustainability in the 2008 Games. In providing communication services for the 2008 Games, China Mobile will abide by principles behind environmental protection and sustainability.

The Green Olympics: A Shared Set of Values

China Mobile’s Core Value

Responsibility makes perfection
- "Responsibility makes perfection" reveals the unique qualities of China Mobile, and expresses its long-term belief. It requires us to build a responsible team of great integrity, to become good corporate citizens caring for the public and responsive to social needs, to keep improving ourselves and moving forward, and to exert courage to challenge ourselves and to get better than what we are today.
- Environmental sustainability is the guiding principle behind the Green Olympics. This is a principle that also resonates with China Mobile.

Our Vision of Corporate Social Responsibility

"With perfect sincerity and integrity, we will strive to fulfill our triple-sided responsibilities: our economic responsibility, our social responsibility and our environmental responsibility."

- "Economic responsibility": the Company will pursue harmonious development for itself and will secure its own sustainable development through concrete and responsible economic activities. To this end, the Company will demonstrate all its strengths, continue its efforts in innovation and pursue ever greater perfection.
- "Social responsibility": the Company will pursue the harmonious development of the society and, while pursuing its own excellence, the Company will strive to achieve harmony with the development of the society with a view to make progressive contributions to the society.
- "Environmental responsibility": the Company will pursue the harmonious development of the environment. To this end, the Company will endeavor to protect the natural environment by reducing its consumption of resources and the impact of its operation on the environment.

The Green Olympics: Working Together

China Mobile’s Environmental Actions

- China Mobile is committed to provide services to customers in an environmentally friendly manner. To promote a sustainable development, China Mobile protects the environment and makes economical use of its resources. China Mobile:
  - Integrates the unique features of the telecommunications industry, China Mobile primarily uses technological solutions to protect the environment, based on scientific standards and technologies and make it as it is possible.
  - China Mobile promotes the negative impact on the environment, and make it as it is possible.
  - Encourages the recycling of used materials and the use of renewable resources. By using mobile telecommunication technology, China Mobile improves the efficiency of its use of resources, thereby building an enterprise that saves resources.
  - Seizing advantage of its influence in the industry and the society, China Mobile mobilizes its spirit and the public to take steps to protect the environment.

Environmental Considerations in the CMCC Mobile Network – Creating an Environmentally Friendly Network

- Working within the Green Olympics framework, in constructing mobile networks that provide reliable, high quality services, China Mobile has invited third party organizations to assess the environmental performance of key network components, ultimately also influencing our company's sourcing decisions.
- We have shared our environmental performance requirements in our suppliers, requiring them to have a green mobile network.
- All base stations randomly selected for testing have satisfied the requirements of the National Electromagnetic Radiation Environmental Protection to ensure that the network meets with the framework for standards (GB8825-88).
Technical Innovations: Energy Saving in our Base Stations

- Base station energy use comprises the largest proportion of China Mobile's energy use. Resulting from a recent research project, China Mobile has developed the following new technologies to help reduce our energy use:
  - Power efficiency can be increased by 10%.
  - Using advanced algorithms for energy control, we can reduce energy use by 15-25%.
  - Using 10MHz and 11GHz technology, we can double our energy saving by 50%.
  - Comparing our current systems to 60 years ago, we can reduce our energy consumption by 30%.
- CHCC has already applied for patents for these technical innovations.
- These innovations have become a part of our everyday practice and are being adopted into our equipment building processes.

Reducing Energy Use – Environmental Savings in Everyday Operations

- Using “e-value cards”:
  - When customers need to purchase a phone card, PVC terminals will directly print the value code onto a piece of paper, reducing the use of traditional paper cards. Currently, 30% of all cards sold in Paris are e-value cards, which means 600,000 cards are replaced every day. This has significantly reduced the environmental impact of our operations (over tons of millions) every year.
- SIM Card reuse:
  - In January 2006, we announced an “Old Card/New Use” initiative as well as a “drop-recycling” program for SIM cards. As of September 30, 2006, nearly 10,000 customers had signed up for the “Old Card, New Use” service, effectively conserving resources by recycling 700,000 SIM cards throughout the province.
- Reducing Energy Use in Office Buildings:
  - In human, we are reducing our central air equipment, we have reduced energy use by one-third.

Aesthetic Antenna Project – To Promote Harmonious Co-existence between Enterprises and Environment

- Designer antennas blend into the environment of its local neighborhood.

Raising Public Awareness on Environmental Protection – “Green Boxes” Environmental Protection Campaign

- In late 2005, China Mobile initiated “Green Boxes” Environmental Protection Campaign. As of the end of June 2007, around 2 million used handsets and compartments had been recycled.
- “Green Boxes” have been placed in over 60% of our retail stores. Additional “Green Boxes” have been placed in local communities, office buildings and shopping centers.
- “Green Boxes” Environmental Protection Campaign has set up open recycle platforms for waste mobile phone and accessories. It is a program that involves more telecom enterprises to participate in telecom environmental protection and that brings this undertaking into a new era level for the first time ever. This campaign will greatly help to forge a secure system of waste mobile phone and accessories and create an environmental-friendly way of consumption favorable to the development of telecom industry.

Supporting Environmental Education: “The Green Olympics & Environmental Protection”

- “The Green Olympics & Environmental Protection” campaign, capturing the energy around the 2008 Games, China Mobile has released an easy-to-read book that will illustrate the importance of environmental protection.
- China Mobile will distribute 1,000,000 copies to students in China’s major 23 Olympic cites.
- Middle school tuition competition – China Mobile is sponsoring a country-wide writing competition, asking students to share their ideas about environmental awareness and environmental protection. The activity will be complete by October 2007.

Next Steps: Creating an Environmental Management System to Promote Sustainable Development

- China Mobile is in its initial phases of developing a systemic, consistent approach to managing environmental issues. After collecting data around energy use, CO2 emissions, waste, reuse, we will make focused efforts to reduce our footprint.
- In the 2007 China Mobile CSR Report we will clarify our environmental commitments and share a detailed plan for environmental management.
The Green Olympics: It Starts With Us.

**Green Services**
- Our services for the 2008 Games will focus on environmental protection: reducing energy use, reducing pollution and efficient "Green Service."

**Green Operations**
- Through improvements in environmental management, reducing our footprint, and using technology to promote environmental sustainability.

**Green Lifestyles**
- "Greening" the way our customers use mobile phone services, promoting green lifestyles, and encouraging the general public, to take part in protecting the environment for our future generations.

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**China Mobile's Commitment**

China and Beijing have committed to create a unique, high quality Olympic experience for all the world to enjoy. China Mobile, a fully committed to promoting and supporting a "Green Olympics," a "People's Olympics" and showcasing the "High-Tech Olympics." China Mobile aims to provide the most advanced, most extensive and the richest telecommunication services for the Olympic Games. Through this idea of "Green Business, Green Olympic," China Mobile's work to: cherish the environment, promote sustainability, and help achieve a vision of a Green Olympics, will ultimately help protect the earth for future generations.
4.8. Parallel E – Bidding “Green”

4.8.1. Environmental considerations in the 2014 Incheon Asian Games

Hyun Jung Lee, Main Presenter for the 2014 Incheon Asian Games
Incheon: A Host of Experience

2002
- FIFA World Cup
- Grand Prix Fencing Championships

2003
- 2005
- 2005
- 2006
- Junior Badminton Championships
- Asian Athletics Championships

2014 Incheon Asian Games Overview
- Incheon Awarded 17th Asian Games at OCA
  General Assembly on April 17-20, 2007 in Kuwait
- IAGOC (Incheon Asian Games Organizing Committee) Launched October 16-20, 2007
  Games Period: September 19-October 4, 2014
- 37 Events and 12,000 Participants from 45 NOCs
- IAGOC Pledge to Make 2014 Asian Games in Incheon the Best Games Ever in History of Asian Games in Every Aspect, including Environmental Elements

Environmental Policy

- Waste & Recycling
  - Volume-based Wasted Fee System
  - Comprehensive National Waste Management Plan
  - Extended Producer Responsibility (EPR) System
  - Sector-based Environmental Action Plan for Industrial Waste
  - Air Quality Management of Construction Waste Recycling
  - Food Waste Reduction Campaign
  - Phase-out of Disposable Products (Plastic, Styrofoam, Polyethylene)
  - Auxiliary Plans

- Environmental Policy
  - Environment & Economy
    - Environmental Technology Development
    - Fostering Environmental Industry
    - Promotion of Environmental Education (e.g., Green Environmental Learning Centers)
    - Public Opinion
  - Nature
    - Wildlife Protection Act
    - Strategic Environmental Assessment System
    - Assessment System for Sensitivity of Natural Habitat
    - Mitigation of Environmental Protection Issues (e.g., Wildlife, Ecosystem, Endangered, Preservation, etc.)
Common Environment-friendly Practices

- Waste Separation & Recycling
- "Use your Own Shopping Bag Campaign" focused on reduction of plastic shopping bags use
- "Once-a-Week No Driving Day" Campaign
- Promotion of Public Transportation Use (e.g. Bus, Metro) for Commute
- Promotion of Use of Private Cars (e.g. Carpool. Free toll fee for cars with 3 or more passengers)
- Reduction of Single-use Plastics and Paper Products

Incheon's Plan for Environment

Venue Strategy

- Multi-use of venues (conference centre, theatre, concert hall)
- Use of existing sports facilities, minimize new construction and utilize adjacent city's facilities to Incheon
- Use environmentally-friendly technology in new construction and existing buildings
  - UNDP guidelines
  - Supplier with ISO 14001 certification

Transport: Minimal Pollution

- Odd-even number plate system
- Low-pollution shuttle buses
- Electrical vehicles

Promoting Environmentalism

- IAGOC as Headquarter of environmental campaign
- Environmental awareness programs (e.g. Future Environment Museum, Incheon Environmental Technology Exhibitions)
- Seminars on environmentally-friendly sustainable development
- Environmental education programs for youth
Promotion of Environment During Games Period

- Air Quality Management (e.g., Promotion of low pollution LNG vehicles, Reduction of dust and odors)
- City Forestation Campaign to plant flowers and trees to make Incheon a "Green City"
- Plant 3 million trees to create recreational areas for citizens in 8 green areas (e.g., Incheon Grand Park, Wolmi Park)
- Automatic River and Water Quality Monitoring and Control
- Close working relations with Ministry of Environment and environmental NGOs for guidelines and consultation

Promotion of Environment During Games Period

- Alternative energy source (e.g., solar, wind-power) and water-saving facilities for Asian Games facilities
- Gees with minimal effect on ozone layer for freezing and air-conditioning in stadiums
- Stadiums using natural light and energy-saving electric lights
- Collected snow and rain to be used for toilet water in stadiums
- Waste Separation and Recycling in all Games-related facilities
- Biodegradable packaging materials to be prioritized
- Limitation of using disposables

Thank You
4.8.2. Greening Commonwealth Games

Michael S. Fennell, President, Commonwealth Games Federation

The Commonwealth

- An Association of 53 Independent states
- 2 billion people - 30% of the world
- Different races, cultures, beliefs & traditions
- Working together:
  - in the common interests of their people
  - to advance international understanding
  - to promote peace

The Commonwealth Games

- 71 countries and territories
- First Games in 1930 – Hamilton
- Last Games in 2006 – Melbourne
- 10 days / 16 different sports
- 6,000 athletes & officials
- Over 1.5 billion global TV audience

The Bid Process

Candidate cities must:
- Deliver guarantees
- Comply with local Acts
- Observe International law
- Minimise or eliminate
- Establish dialogue with government & key partners

Managing environmental issues
Delivering a responsible Games

Bidding Green
Melbourne 2006

- Carbon Neutral
- Low Waste
- Water Wise

Committed to an environmentally sustainable Games

Carbon Neutral

Over 2.5 million trees planted

Offsetting & Minimising

Low Waste

Minimising waste generation, maximising diversion of waste

Reduce – Reuse – Recycle – Respect

Water Wise

- Minimised portable water usage
- Maximised recycling
- Managed storm & waste water

Water wise Games Village & cleaner rivers

Delhi 2010

Committed to the greenest Commonwealth Games ever

- United Nations Environmental Programme
- Ensuring compliance
- Pro-active initiatives
- Employment of Environmental Director

Promoting a green capital

2014 – The Future

- Decision day – 9th November, Sri Lanka
- Strong emphasis on environmental protection

Thinking ahead
Abuja 2014
- Creating sustainable legacy
  - health, environment & life
- Open society approach
- Carbon sink initiatives
- Working with agencies
- Minimise pollution
- Maximise management

Focus on legacy & best practices

Glasgow 2014
- Climate change
- Reclamation of land
- Biodiversity conservation
- Minimising waste to landfill
- Environmental campaigns
- Carbon emissions fund

Showcasing sustainable design of venues & Villages

Greening the Commonwealth Games
4.8.3. Environmental factors in the FIFA World Cup 2010

Ike Ndlovu, Environment Coordinator, 2010 FIFA World Cup Organising Committee
South Africa

- The Football World Cup will be staged in Winter of 2010
- We are left with 954 days to stage the 2010 World Cup
- We expecting about 400 000 visitors to the World Cup

Environmental Factors

- Healthy Environment
  - Clean Water – national and international standards
  - Clean Air
  - Good management of waste products
    - Innovative ideas to avoid and minimise waste production
- Success in Providing a Healthy Environment
  - Economic Stability
  - Social and Political Bye-in Into Environmental Programme
- Intervention During Planning, Organising and Staging

10 Venues, 9 Cities

Soccer City Stadium
- Capacity 90000
- Major Upgrade
- Completed by Oct 2009
Key Areas for Environmental Consideration

What do we want to achieve

Reduce Environmental Impact of the Event

- Ensure Waste Minimization & Reduce Pollution (Air, Water and Land)
- Calculate the Footprint and Compensate for Carbon Emissions
- Raise awareness on Greening of Events and Leave an Environmental Legacy

Areas of Intervention

- Stadiums and Exclusion Zones
- Fan-Parks (Public viewing Areas)
- Transport and Mobility
- Hospitality and Tourism (Inc. Base Camps - team hotels)
- FIFA and LOC’s official Events Venues
- Training Venues
- Media (broadcasting) Centres
- Procurement
- Catering
Sustainability Focus

- Energy Efficiency
- Waste Management
- Reduction of Greenhouse Gases
- Water Conservation

Environmental Focus

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Implementation Phases

- Catch-Up/Phase 1
  - Goal: Reduce
  -有能 Fellow of the Future

- Implementation Phase
  - 2001 - 2004
  - Comprehensive Work Programme
  - Tournament & Accreditation

- Monitoring and Evaluation
  - 2001 - 2011
  - Environmental Assessment
  - Monitoring
  - Greening 2010 Report
  - Meeting Sustainability

Challenges & Progress

- Collaboration Between LOC and Ministry Of Environment
- National Environmental Forum for Greening 2010
  - Shared Vision and Decision Making
- Developed a Draft 2010 Environmental Programme
- Established Partnership with the Oko-Institut
- Established partnership with UNEP and UNDP

Challenges

- Environmental Consideration during the Construction of Stadiums
- National Environmental Programme with Targets for 2010 – Common and Shared Agenda
- Developing Guidelines for Specific Environmental Areas
  - Catering, Transport, Hospitality, etc.
- Raising Funds for Projects
  - Implementation of Programme, Carbon Offsetting, etc.
- Monitoring and Evaluation of Implementation
- Incorporation of Sustainability Principles in next FIFA WC

Progress

- Environmental Consideration during the Construction of Stadiums
- National Environmental Programme with Targets for 2010 – Common and Shared Agenda
- Developing Guidelines for Specific Environmental Areas
  - Catering, Transport, Hospitality, etc.
- Raising Funds for Projects
  - Implementation of Programme, Carbon Offsetting, etc.
- Monitoring and Evaluation of Implementation
- Incorporation of Sustainability Principles in next FIFA WC
As the Environment is increasingly taking its rightful place as a fundamental and pivotal factor for development in general and for sport events in particular, I am definitely sure that we will soon have sustainability principles being part of the FIFA requirements for hosting all future FWCs.
4.8.4. Implementing the Sochi 2014 “green” bid promises
Dmitry Mosin, Strategic Director Sochi 2014

2. Carbon Neutrality Goal – Environmentally-Friendly Construction
- Energy conservation measures in all construction
- Retrofitting existing energy production facilities
- Environmentally-friendly construction materials
- Air pollution decrease measures in all construction
- Introduction of natural gas to rural communities
- Reforestation
- Construction zone limitations

1. Involvement of All Stakeholders – Sochi-2014 Ecological Council and Forum
- 4 sessions of the Council and an on-site focus
- The environmental think tank for all Sochi-2014-related projects
- Leading Russian scientists, governmental authorities, and NGO representatives
- Recommendations became guiding documents for design and construction
- Initiated environmental legislation improvement
- Developed a package of additional environmental projects to the total of 1.34 million USD

Sochi-2014: Implementing the Bid’s Green Promises
Dmitry Mosin
Sochi 2014 Strategic Planning Director
October 27, 2007

- Closure and regeneration of existing dumps
- Construction of recycling plants
- Waste collection and management system
- Model for the region and beyond
- Education programme


- Near drinking water supply systems
- Reduced water consumption
- Upgraded and new water treatment plants
- New storm water drainage system
- Flood protection measures
- Corrosion prevention and erosion control measures
- Modern technology for snow-making

4. System of Environmental Monitoring – Assessing Environmental Impact

- Methods: on-site inspections, air-balloon laser-scanning and satellite observation, command and research center, and system of permanent, temporary and mobile units
- Components: air quality, geological conditions, ground- and surface water, top-soil, vegetation and fauna
- Preliminary EIA has been completed for all sites
- Strengthening the governmental control

5. Protection of Biodiversity – Endangered Species

- Construction of a wildlife rehabilitation center for animals in the Sochi National Park
- Construction of wild animal nurseries for local Northern Caucasus species
- Construction of the reintroduction center for rare local vegetation and conservation programs
- Conservation of hawks, amphibians and reptiles
- Creation of an Ornithologiy park in Imeretinskaya Valley as a special protected sanctuary

5. Protection of Biodiversity – Expansion of the Sochi National Park

- Added territories of the Park amount to 11 times more than the area used for Olympic construction
- Reviving of the Park increased the reserve part (habitats protection) from 91 to 53 thousand ha
- The zone of mountainous valleys to be assigned the status of ‘Special Park’
4.9. Parallel F – A positive legacy for Beijing’s local community

4.9.1. “Green Olympics” promoting Beijing’s sustainability

Li Xin, Deputy Chief Engineer of the Beijing Municipal Environmental Bureau

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**Green Olympics**

Xin Li, Beijing EPB

北京市环境保护局 李昕

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**Air Quality Management**

空气质量管理

With total investment of more than ¥ 200 billion (RMB) from 1998 to 2007, with 12 phases effective air pollution control campaign, more than 200 measures have been taken, air quality keeps improving in last 8 years.

1998年以来，已投入200亿元，实施了12个阶段200多项控烟大气污染措施，近8年空气质量逐步改善。

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**Measure taken for air pollution control**

大气污染防治措施

1. Optimizing energy consumption structure to control coal burning pollution
   改善能源结构，控制煤炭型污染

2. Strict vehicle emission control
   控制机动车污染

3. Adjusting industry structure and controlling industrial pollution
   调整产业结构，控制工业污染

4. Enforcing airborne dust pollution control
   控制飘尘污染

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**1 Optimizing energy consumption structure and controlling coal burning pollution**

改善能源结构，控制煤炭型污染

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**Control of Coal-burning Pollution**

控制燃煤污染

- 15,000 out of 16,000 coal-burning boilers less than 20 tons in the urban center had been retrofitted to use natural gas. The renovation of the rest will be completed in 2007.
- 6.6 million tons of coal has been saved this year.
- 44,000 coal-burning hot-water boilers and large stoves across Beijing had been phased out.
- 4,400 coal-fired kilns were shut down.

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7th World Conference on Sport and the Environment
International Cooperation and Development Dept.
2  Strict vehicle emission control

- Putting forward to stringent standards for new vehicles
- Strengthening administration of in-use vehicles
- Developing public transportation
- Gas vapor recycle

(1) Stringent standards for new vehicles

- National Class I (Euro I) implemented from 1999
- National Class II (Euro II) implemented from 2002
- National Class III (Euro III) implemented from 2005
- National Class IV (Euro IV) will be implemented in 2008

Energy saving and low emission vehicles are encouraged.

(2) Administration of in-use vehicles

- Issuing Eco Label Certification, set “Green Label”, restrict high emission vehicles
- Issuing U/M system, 229 test lines for routine emission (ASM for gasoline vehicle, LUG DOWN for diesel vehicle, same as USA)
- Management on construction machines and off road diesel vehicles
- Forbidding entrance into downtown for yellow label vehicles (high emission cars)

(3) Developing public transport

- Phasing out 13,000 old and on-road diesel vehicles (public bus), which have not meet Euro I
- Phasing out 53,000 old and on-road taxies
- Putting 4,000 natural gas buses into operation
- 4000辆天然气公交车投入运营
4. Enforcing airborne dust pollution control

- Measures taken in construction sites
- Covering bare ground in the city
- Cleaning up roads surface mechanically

Dust control on farming land

- Stubble left in the field and no plough after harvest
- Improved plough measures (conservation tillage)

3. Adjusting industry structure to control industrial pollution

- 144 polluting factories have been retrofitted or relocated (SHOUgang will be moved out of Beijing in 2010).
- Closing small enterprises of cement, lime production, Beijing coking plant, chemical plant.
- Adjusting industrial structure, encouraging development of modern manufacture and service.
- Deashphalting, dust catcher and denitrification is under progress in all coal-fired power plants, to ensure local compliance emission before 2008.

Construction sites

- The construction sites is more than 4500
- Guideline on pollution control for construction sites (Olympic venue infrastructure).
- Compliance inspection on construction sites.
- Construction work cease on building sites in large wind speed.

Improving Public’s Environmental Awareness

- Environment education for students
- NGO’s green action
  - The activity “Driving One Day Less” for one month
  - Spread Green Olympic concepts
(二) Water Pollution Control

Protection of drinking water source. A 9km wire mesh fence has been constructed around Miyun Reservoir, the Huairen Reservoir and the Jingmi Canal (Grade I protection zone of drinking water). 15,000 villagers have been moved out of these areas.

Urban wastewater treatment

The wastewater treatment rate reached 90% (daily treatment amount 2.48 million tons) in the urban area, and increasing the use of recycled (480 million m³ in 2007).

(三) Strengthen Ecosystem Conservation

- Three green shelters formed to defend dust storm far from Beijing area.
- Three green ecological belt 25km
- Main open bare area covered with vegetation
- Forest and green lands coverage rate: 51%
- 20 natural reserves, covering 8.3% of the entire area of Beijing.
- 60 green ecological parks.
- 542 natural reserves.
- 20 green ecological parks.
4.9.2. Guaranteeing the safety of water for Green Olympics

Jing Cheng, Vice Director of Beijing Water Authority

To build up clean and beautiful water environment is an important component in the strategic concept of “New Beijing, New Olympics”. Since its successful application for hosting Olympics Games in 2000, Beijing has adopted the water treatment concept of achieving harmony between human and water, followed the water environment standard as required by Olympic Games, speeded up water sources protection, safe water supply, waste water collection and treatment and water course environment construction and treatment, and basically fulfilled its commitments for good Olympic water environment one year ahead of time.

I. Guaranteeing the Quality of Drinking Water

1. Three Defense Lines to strengthen ecological protection in water source zones

Starting from water resource protection and water environment construction, Beijing proposed a new concept of creating Eco-restoration, Eco-treatment and Eco-protection to build clean micro water systems. It changed its water source protection and water environment construction strategy from the old passive model to the new proactive one and successfully found out a new way to protect biological water environment.

The focus of Eco-restoration is to guide and assist farmers’ resettlement, to close up mountains for forestation and to fully employ nature’s self-restoration ability to restore the ecology and conserve water resource. The focus of Eco-treatment is to have simultaneous treatment of waste water, rubbish, toilets, watercourses and environment in rural areas to avoid rubbish, excrements and waste water being discharged into rivers. The focus of Eco-protection is to adopt protective biological treatment measures for water source and watercourses within the system to allow only clean water into rivers. For over three years, Beijing has built 50 clean bio-friendly small water systems and has treated soil erosion of more than 900 square kilometres. Rural areas within water source zones have had rubbish collection and treatment measures in place and basically completed waste water treatment and toilet improvement.

The Miyun Reservoir is the most important water source zone in Beijing. Three defense lines have reduced usage of fertilizer and pesticide in water source zones, mitigated pollution burden caused by production, daily life and tourism and improved the quality of feed-in water. The reservoir area has adopted measures such as closed management and fry raising, which keep the water quality at Grade Two for years.

The Guanting Reservoir has built up wetland biological treatment system, where upstream water flows into the reservoir after wetland sanitization. It has also took rehabilitation measures such as fishing ban to keep the water quality at Grade Four. Water from the Guanting Reservoir to Sanjiadian has reached Grade Three for surface water whole year.

2. Meeting national and WHO drinking water quality requirement

Beijing has two water supply systems. One is surface water supply system representing by the Miyun Reservoir and the Huairou Reservoir. The other is underground water supply system whose source comes from underground water. There are 87 water plants in the city, 19 of which are in urban areas with a daily supply capacity of 2.75 million cubic meters. Total length of urban water supply network is 6,621 kilometers covering eight districts of the city. In order to ensure safe operation of pipe networks, Beijing has installed 1,837 leakage inspector and recorders, which further improved the monitoring system for pipe network leakage and the ability to detect potential accidents. The accident rate of pipe network has been reduced by 5%. In order to secure safe and stable water supply by high-level building secondary water supply facilities, within two years Beijing has completed 1,217 transformations on secondary water supply facilities and eradicated hidden danger for possible secondary pollution.

Beijing has set up a tap water quality monitoring system following the directive values in national and WHO requirements of drinking water quality, where enterprise self-inspection and industrial monitoring and government administrative measures are combined to set up a water supply quality monitoring network. The quality of supplied water strictly follows National Hygiene Standards for Drinking Water and completely meets WHO requirements as committed in the application for hosting Olympic
Games. On July 1, China adopted new Hygiene Standards for Drinking Water (GB5749-2006), and 106 monitoring indicators for tap water quality in urban Beijing were qualified thus having met the new national standards.

3. Implementation of Project of Safe Drinking Water for Farmers

Farmers’ drinking water safety must be secured. Following the three models of constructing centralized water supply plant, plant for neighboring villages and plant for a single village, from 2005 to 2007, 63 centralized water supply plants, 55 plants for neighboring villages and 2,400 plants for single villages were built with installation of filter and sanitation facilities and met standards of urban water supply. It is planned that by 2008 the quality of drinking water for farmers in rural areas will completely meet standards required.

II. Speeding up Construction of Water-saving Society

Sticking to the water management concept with water conservation as priority, Beijing has set up strict water resources management systems and successfully curbed the momentum of over-rapid increase of water consumption and continuously reduced water consumption. Water consumption in 2006 was 3.43 billion cubic metres in the whole city of Beijing with a decrease of 60 million cubic metres from 4.04 billion cubic metres in 2000. Fresh water consumption decreased by 1 billion cubic metres.

Measures Beijing has taken are as follows:

First, Beijing has had strict water consumption plans in place and has controlled total consumption volume and managed through water ration. It has adopted the method of Increasing Water Price for Over-rationed Consumption to strictly control non-residential water consumption. Organizations that consume more than 100 thousand-cubic-metre water are tracked and monitored. The government has adopted strict progressive water pricing system for over-rationed consumption and has collected over 20 million RMB from over-rationed water consumption each year.

Second, Beijing is promoting water-saving technology. The industry completes 30 items of water conservation technology improvement each year, Yizhuang Industrial Zone has been built into a Stereotype of Water Conservation. The industrial structure has been readjusted and industrial projects with high water consumption are non-existent in Beijing. In agricultural field, Beijing has completed the construction of 200 thousand Mu (13 thousand hectares) of highly efficient water-saving arable land and 450 thousand Mu (30 hectares) of irrigating zones with recycled water. The ratio of agricultural water consumption to total consumption in the city decreased from 44.6% in 2000 to 37.3% last year.

Third, Beijing is promoting water saving in the whole society. Citizens and social organizations are involved actively in the construction of water-saving society. So far 1,079 neighborhoods have been recognized as Model Neighborhoods for Water Conservation. 85% of urban families use water-saving equipment. In 2006, we promoted 5 water-saving models to disseminate experience of advanced water-saving organizations and furthered the construction of water-saving society.

III. Strengthening Waste Water Treatment and Fulfilling Olympic Commitments

Beijing has built three waste water treatment plants in Bei Xiao He (Stage One), Fang Zhuang and Gao Bei Dian before 2001, with a daily treatment capacity of 1.08 million tons. From 2001 to 2006, 14 waste water treatment plants were built with a daily capacity of 1.834 million tons. Right now, Beijing’s daily waste water treatment capacity has reached 2.914 million tons, exceeding its Olympic commitment of a daily capacity of 2.68 million tons.

In 1998, urban waste water treatment rate in Beijing was 22%, and it went up to 42% in 2000, 58% in 2004, 70% in 2005 and 90% in 2006 due to strengthened construction of pipe networks in waste water treatment plants in recent years, fulfilling its Olympic commitments one year ahead of schedule.

IV. Speeding up Water Recycling and Achieving Breakthrough in the Quantity and Quality of Recycled Water

Beijing adopts recycled water utilization as an important strategy in developing new water resources.
In 2006, the city consumed 360 million cubic metres of recycled water, 10% of the overall annual water consumption.

In 2006, a recycled-water irrigation zone of 200 thousand Mu (13 thousand hectares) was built in Da Xing, which utilized recycled water of 100 million cubic meters annually. In 2007, Project to Divert Reclaimed Water to the West Part of the City was completed in No. 6 Water Supply Plant and provided 80 thousand cubic metres of reclaimed water each day to Gao Jing and Shi Jing Shan Power Plants, or 30 million cubic metres annually.

So far Beijing has built 6 reclaimed water plants, with a daily production capacity of 370 thousand cubic metres and reclaimed water pipelines of 380 kilometres. The application of Membrane Processing technology has ensured the safety and quality of reclaimed water and provided technical guarantee for promotion and dissemination of reclaimed water utilization. Olympic Lake has used high quality reclaimed water produced by Qing He Reclaimed Water Plant.

Beijing plans to use reclaimed water of 480 million cubic metres to fulfill 50% of its committed goal this year and 600 million cubic metres of reclaimed water in 2008. Reclaimed water is important water resource for agricultural irrigation, ecology of rivers and lakes, industrial cooling and other purposes.

V. Water Environment Construction in Olympic Stadiums and Gymnasiums

All stadiums and gymnasiums are equipped with water-saving facilities to process all waste water. Water system in Olympic Lake uses high standard reclaimed water processed with membrane technology. They also adopt reclaimed water utilization technology which utilizes 4.69 million tons of reclaimed water each year, rain water collection system which utilizes 1.05 million tons of rain water each year, and water infiltration system of more than 1 million square metres to replenish and conserve underground water.

VI. Sticking to Ecological Treatment of Rivers and Completing Treatment of Backbone Water Systems

Beijing has 500-kilometre-long rivers within the Sixth Ring Road. But water in some watercourses was black and smelly because of the direct inflow of waste water; the poor water environment quality in rivers and lakes was the biggest headache for urban Beijing. To solve the problem, Beijing has worked out the work strategy which specifies river treatment as the fist step in pollution control, to clean the water quality as the main goal in rivers and lakes treatment. It has been investing on managing several rivers each year through preventing and controlling pollution of discharged waster water into rivers. The problem of direct inflow of waster water into rivers has been basically solved and the history of discharging waste water into urban watercourses was ended.

During the process of river treatment, ecological water treatment technology was adopted to restore diversity of aquatic plants and animals in watercourses. More than 60 types of aquatic plants are planted such as reed, cattail and lotus and more than 10 species of aquatic animals such as fish and shrimp (over 50 tons each year) are raised in the watercourses, which have effectively protected the health of watercourses. Ecological-restoration technologies have also created conditions for reclaimed water utilization in rivers and lakes.

During the five years from 2002 to 2006, the percentage of watercourses cleaned increased from 15% to 85%. Over 70% of urban rivers and lakes have reached quality standard, of which 45% are ecological watercourses. Qing He, Liang Shui He and Tu Cheng Gou rivers have gained clean water. In 2006, while environmental water consumption from urban rivers and lakes was increased to 180 million cubic metres and clean water supply was less than 100 million cubic metres, Beijing managed to keep good water environment in urban rivers and lakes.

In addition, Beijing has also taken measures to guarantee good tournament environment for Olympic Triathlon and Aquatics sport. The water quality has already met the requirement for matches. Meanwhile it has also improved the surrounding environment of Shi San Ling Reservoir and Shun Yi Aquatic Sports Field.

In nine months time, the 29th Olympic Games will be held in Beijing. To host a unique and high standard Olympic Games is the dream of each Chinese. Beijing Water Authority will follow the requirements of
Olympic Games, unremittingly construct and protect residence-friendly water environment, and leave behind a valuable environmental legacy of Olympic Games.

Table 1
Comparison between National & WHO Standards and monitored data

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<th>WHO</th>
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4.9.3. Environmental protection efforts of BOCOG

Xiaoxuan Yu, Deputy Director of the Construction and Environment Department of BOCOG

Outline

- Sustainable development of Beijing city
- Environment-friendly Olympic Games
- EP communication & Education
- Environment legacy

Environment-friendly Olympic Games

--- Environment policy of BOCOG

Environment policy approved by BOCOG President LIU Qi in 2004:

- To stage environment-friendly Olympic Games under the principle of sustainable development
- To promote the improvement of Beijing's ecological environment and realize the sustainable development

Office management

- Green office
- Green transport
- Tree-planting
- EP training session
Venue construction
- ETA of venues
- Venue design, construction, check and acceptance
- Technical guidelines compilation
- Environment highlight of venue project

Marketing
Partner
- Comply with environment laws and rules
- Exchange EP experiences
- Participate theme communication & education activities

Large scale activities
- Site selection, plan and implementation
- Olympic torch relay
- Opening and closing ceremonies
- Green Olympic propaganda

Procurement
- Meet national EP standards
- Priority given to environment-friendly product

Sport events
- Routes selection for Marathons, Road cycling, Triathlon et.
- Environment-friendly sport facilities

Accommodation
- Olympic Games Hotel Service Environment Guide and relevant training
- Energy and water saving proposals
Catering:
- Environment-friendly tableware
- Emission should meet relevant standards
- No eating wildlife
- Cooking wastes disposal

Olympic traffic service:
- Low and zero emission vehicle
- Public bus for spectators

Ozone layer protection:
- Promote ODS alternative at Beijing
- ODS alternative at Olympic venues
- CFC refrigerant
- HFC phase out ahead of schedule
- Communication and propaganda activities widely carried out

C&W at venues:
- Venue cleaning
- Waste separation
- Comprehensive reuse of wastes
- Safe transport and disposal of wastes

Communication activities in public society:
- Green community
- Green school
- Green commercial activity
- Green travel
- Green unit
- Green enterprise
- Green energy
- Series activities on Bird protection and wildlife protection
- No smoking in public area
- EP column opened at broadcasting station, TV, newspaper etc

Propaganda of Green Olympics concept:
“Green Olympics”
One of three concepts of Beijing 2008 Olympic
FIVWA originate from wildlife

Green Olympics—one of three concepts
EP idea embodies within “One World One Dream” slogan

BOCOG’s secondary mark on EP

Bird nest and Water cube—embody the idea of nature-love

Practice of Green Olympics
Painting of Primary School Student
Water-saving campaign during summer days

Educational tour exhibition titled with Hand in Hand with FLWA, and Close to the Nature

Speech (Love for the Olympics, Care for the Environment) delivered by Mr. He Zhenniang

Environment legacy:
- Green Olympics highlight of venue project
- Sustainable environment improvement
- EPI mechanism to be actively accessed/participated by the public
- Environment Management mechanism for large scale activities

Green Olympics highlight of venue project:
- Clean energy application
- Electricity consumption
- Heating/Cooling system
- Bathing water supply
- Cooking
Recycled water heat pump and air conditioning systems can save the burning of over 50,000 tons of coal, reduce the emission of NOx by 30 tons, SO2 by 135 tons and dust by 80 tons.

600Kwp solar power water heating system: annual saving electricity power of 18 million kilowatt, coal of 2490 tons, reduction of CO2 by 7600 tons, SO2 by 40 tons and dust by 200 tons.

Sustainable environment improvement

Environment Management mechanism for large scale activities:
- ISO14001 EMS
- Audit of 10 functional areas during past three years
- UNEP’s 1st assessment of the Olympic Games environment work
EP work after visualization:
- Indoor AQ
- Operation of EP facilities
- Pollutants exhaust management
- Energy and resources management
- EP propaganda and communication
- Cleaning and waste management

THANK YOU
www.beijing2008.com
4.9.4. UNEP Beijing Games Environmental Assessment

Paolo Revellino, United Nations Environment Programme

BEIJING 2008 OLYMPIC GAMES: AN ENVIRONMENTAL REVIEW

VII World Conference on Sport & the Environment
Beijing, 25 to 27 October 2007
Paolo Revellino

CONTENTs OF THE REVIEW

PART 1: GREENING THE OLYMPICS
PART 2: GREENING BEIJING
PART 3: THE NGO PERSPECTIVE

ABOUT THE REVIEW

To analyze work by Beijing to incorporate environmental sustainability into the 2008 Olympic Games and fulfill the environmental bid commitments.

THE BEIJING BID

20 key projects
$12.2 billion investment
Beijing Sustainable Development Plan
Accelerate deadlines
Beijing 'Environmental Master Plan' 1997-2015
BOCOG also implementing own commitments.

AIR QUALITY

Beijing has implemented initiatives to improve air quality
SO₂, CO and NO₂ down 2000-2006, but PM10 above WHO Guidelines

CAVEAT

Coal use, geography and growing number of vehicles means improvement is slow

TRANSPORT

Local standards for vehicle emissions match international limits
Older buses and taxis scrapped: 3,795 CNS buses – one of world's largest fleets
New underground rail lines planned
Public transportation hubs
**TRANSPORT**

**CAVEAT**
- Avoid dealing with traffic congestion by building more roads.
- Improve public transport system.
- Encourage public to use public transport.
- Beijing’s public transport system is undersubscribed.

**WATER**

- New wastewater treatment plants built.
- Sewage network improved.
- Significant efforts to save and recycle water resources.
- Efforts to improve quality and availability of drinking water.

**CAVEAT**
- Drinking water quality at the user-end.

**WASTE**

- Systemic approach to manage domestic, industrial and hazardous waste.
- New processing facilities.

**CAVEAT**
- There is more emphasis on waste processing than on minimizing waste.

**GREEN COVERAGE**

- Green coverage in Beijing expanded to more than 50 per cent of the city’s area.
- Three different green ecological zones in the mountain, plains and urban areas.

**GREENING THE GAMES**

- The Olympic Venues
- ODS Phase-out
- Procurement
- Accommodation
- Catering
- Marketing
- Education and Communication

**FINAL CONSIDERATIONS**

- Beijing has almost achieved many of its key commitments and appears to be well on the way to fulfilling all of them.
- Beijing’s old or nonexistent infrastructure, rapid development and geographical constraints meant the city still has considerable challenges to overcome.
- Nonetheless, there is no doubt that the environmental projects developed in Beijing represent a long-term positive legacy for the city.
- If the new environmental standards and measures taken in Beijing for the Olympics are adopted nationwide, and help create development, the award of the 2008 Olympic Games can be counted from the environmental point of view, as a success.
4.10. Parallel G – Corporate social responsibility in manufacturing sport equipment

4.10.1. Environment in corporate social responsibility

André Gorgemans, Former Secretary General, World Federation of Sporting Goods Industry (WFSGI) & IOC Consultant

**Table of Content**

- Part I
  - WFSGI – Mission & Objectives
- Part II
  - WFSGI & the Environment: a few milestones
- Part III
  - WFSGI first achievements
  - The Code of Conduct
  - The Restricted Substances Guideline
- Part IV
  - The Sporting Goods Industry

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**Part I**

**WFSGI: Mission & Objectives**

A global institution dedicated to serving and promoting the sporting goods industry.
Who we are & What we do

- WFSGI is the world authoritative body for the sporting goods industry.
- WFSGI is an independent association formed by the industry suppliers, national organizations and sporting goods industry related businesses.
- WFSGI is a non-profit organization and does not pursue any objective of economic character for its own gains.
- WFSGI is the official non-governmental association recognized by the International Olympic Committee as the industry representative within the IOC family.

Mission Statement

- Promote Sports Participation
- Promote Corporate Social Responsibility
- Protect the Sports Industry Intellectual Property Rights
- Coordinate Activities for a Sustainable Development within the Sports Industry
- Provide International Market Data
- Develop Alliances with International Agencies
- Regulate Interaction with International Sports Federations

Modus Operandi

- The Federation consists of three geographical zones, namely Europe, Pan America and Asia/Oceania. Each zone elects six board members.
- The board members are elected for a three years term. The President rotates every three years among the three zones and three Vice Presidents (one for each zone) are also elected.
- Several Committees work to achieve the goals of the Federation which are the promotion of sport activities and development of the sporting goods industry in the world.

Some of WFSGI Services

- Liaison with International Agencies
- Contacts with Sports Federations
- Interaction with the IOC
- Exchange of information and clearing for issues and topics developed by various committees: Legal and IPR, CSR, CSO
- Dynamic Website & Regular Newsletter

The WFSGI Sustaining Members

The WFSGI Regional Full Members
Report

Corporate social responsibility in manufacturing sport equipment

The Official International Handbook
Published every year Mid-December

The 2008 Edition:
« Climate Change & Sustainable Development »

The Presidents of WFSGI
1978-1980  D. Sady (UK)
1980-1983  L. Ficker (USA)
1983-1986  A. Enders (Germany)
1986-1989  K. Hayot (USA)
1989-1992  R. Onitsuka (Japan)
1992-1995  S. Draper (UK)
1995-1999  R. Onitsuka (USA)
1999-2001  M. Rokubon (Japan)
2001-2004  J. Larivieres (France)
2004-2007  S. Draper (UK)
2007-Winter 2011

Honorary President: Kihachiro Onitsuka (Japan) just deceased

Corporate social responsibility in manufacturing sport equipment

The Administration of the WFSGI

The Secretary General:
Riibert de Kock
As of 15 September 2007

The Legal Counsel
Jochen Schrader

Part II

WFSGI & The Environment

The History
Ecowave

The Sporting Goods Industry & the Environment

1990:
Mr. Masato Mizuno, the President and Chairman of the Mizuno Corp, pushed forward the Environmental Protection guidelines to be revised and adopted by the industry which we refer to amongst ourselves as the ECO-WAVE principles.

The ECO-WAVE Principles

- Protection of the Biosphere
- Efficient use of resources (saving resources)
- Reduction and safe disposal of industrial wastes
- More efficient use of energy (saving energy)
- Establishment of risk reduction systems (Technology development and scientific research)
- Safe products and services
- Timely management
- Full information exchange
- Environmental office or task force
- Research, PR and education activities

1992:
Creation of the Environment Committee
- Chairman: Masato Mizuno

Mission statement:
- Coordinate the activities of the environmental problems related to the industry around the world
- Promote WPS&GI standards on the ecology within the industry
- Gather all information with respect to the ecology regulations affecting the industry

Part III

The Major Milestones & Achievements

2000
The Code of Conduct:

Environmental Protection

Members should aim for progressive improvement in their environmental performance, not only in their own operations, but also in their relationships with partners, suppliers and subcontractors.

This includes:
- Integrating principles of sustainability into business decisions.
- Responsible use of natural resources such as land, soil, energy and water.
- Reducing, reusing and avoiding pollution and waste including solid, liquid and atmospheric conditions.
- Improving and developing products, materials and technologies according to the principles of sustainability.

2004
The Guidance on Restricted Substances in Sports, Footwear, Apparel and Accessories:

Why are these substances restricted?

These substances cause harm or are suspected of harming human health and/or the environment.

Published on the WPS&GI Web Site at www.wpsgi.org
Corporate social responsibility in manufacturing sport equipment

2004

The Guidance on Restricted Substances in Sports, Footwear, Apparel and Accessories:

Restricted Substances are substances where there is:

- A legal restriction that limits, restricts or prohibits their presence in sports footwear, apparel or accessories. END PRODUCTS (or the materials and components in those end products) that contain these substances are banned under national regulations intended to protect human health, protect consumers and/or protect the environment.

- A voluntary restriction that limits, restricts or prohibits their presence in sports footwear, apparel or accessories. END PRODUCTS (or the materials and components in those end products) that contain these substances are banned under voluntary restrictions.

The sources of these can be national practices in the sporting goods industry itself, the sporting authorities (e.g. UEFA, FIFA), the international sport federations (e.g. IAAF, WADA), and international trade and consumer organizations.

Why do we need these Guidelines?

- In the sports industry, a vast array of raw materials and components are sourced from all over the world to produce footwear, apparel and accessories. These can be made of natural and/or man-made fibers, synthetic materials and substances.

- As technology and scientific understanding advances, it is evident that some substances have toxicological and environmental impacts.

- In certain countries, particularly in Europe (but also in regions such as Asia or North America), companies can see a market for new, non-toxic materials.

- The aim is to ensure a level playing field both in the sporting goods industry itself and further up the chain of the supply network (i.e., from the upstream producers to the downstream manufacturers, marketers and retail networks).

Part IV

The Sporting Goods Industry

Global Sport Market Size Estimate 2006 In Billion USD

256 Billion USD

Trend +4%
Corporate social responsibility in manufacturing sport equipment

Nike

“We’ve evolved how we frame define and approach corporate responsibility.”

(source: Nike CR Report 2007)

Corporate social responsibility in manufacturing sport equipment

Nike

- We see corporate responsibility as a catalyst for growth and innovation, an integral part of how we can use the power of our brand, the energy and passion of our people, and the scale of our business to create meaningful change.
- So we’ve set aggressive business targets that embed our corporate responsibility goals into the company’s long-term growth and innovation strategies, because we believe there’s no better way to achieve them than to tie them directly to our business.

(source: Nike CR Report 2007)

Corporate social responsibility in manufacturing sport equipment

Nike

- Become Climate Neutral

Nike is targeting its brand facilities and business target to be climate neutral by 2011.

(source: Nike CR Report 2007)

Corporate social responsibility in manufacturing sport equipment

Climate change is no longer:

"What if?"

- Climate change is:
  What now?"

- For Nike, here's what: A target to be climate neutral in Nike-owned facilities and business travel by 2011. By 2015, we aim to be climate neutral in all Nike Inc. facilities. A 17% reduction in footwear waste by 2011. A 30% percent reduction in packaging and point of purchase waste.
- But we’ve already been working to reduce our impact on the environment.

(source: Nike CR Report 2007)

Corporate social responsibility in manufacturing sport equipment

Nike


As a founding partner of the Climate Savers Initiative, Nike attached its company-wide target, achieving an annual CO2 emissions reductions 13 percent below 1990 levels by the end of 2005. NWF cited our efforts to reduce greenhouse gas emissions by pursuing energy conservation projects, purchasing clean power from renewable sources, investing in renewable energy efficiency projects, upward 25% wind investment, and eliminating 5% from footprint, and demonstrating that climate protection is good business.

Corporate social responsibility in manufacturing sport equipment

Nike

- Nike earned top marks on Climate Counts first company scorecard. The scorecard details Nike’s rank

Review: 16/22 points. Climate Counts has found that Nike has been measuring the company’s impact on global warming annually since 1998.
Reduce: 44/56 points. Climate Counts has found that Nike has established clear goals to reduce the company’s energy use, and the company has reduced its impact on global warming (i.e. its greenhouse gas emissions or climate footprint). The company also encourages its employees to reduce their impact on global warming via their transportation choices.
Corporate social responsibility in manufacturing sport equipment

Nike

- Nike earned top marks on Climate Counts first company scorecard. The scorecard details Nike’s rank. (continued)

Policy Stance: 910 points. Climate Counts has found no public information to suggest that Nike supports public policy that addresses climate change.

Report: 1,1512 points. Climate Counts has found that Nike has made public information available on its efforts to address global warming.

Other Awards

Nike was named to the 2007 World’s Most Ethical companies list compiled by Ethisphere Magazine.

According to the magazine, “the World’s Most Ethical Companies™ (WME) methodology analyzes companies that go beyond making statements about doing business ‘ethically’, to translate those words into action.” Nike was honored in the Apparel category.

Nike recognized for its Leadership in Climate Change Solutions by World Wildlife Fund – 2007

- As a founding partner of the Climate Savers Program, Nike attained its company-wide target, achieving annual CO2 emissions reductions 13 percent below 1990 levels by the end of 2005. WWP cited our efforts to reduce greenhouse gas emissions by pursuing energy conservation projects, purchasing clean power from renewable sources, investing in community energy efficiency projects, extending reduction activities to suppliers and subcontractors, and eliminating SF4 from footwear, and demonstrating that climate protection is good business.
Corporate social responsibility in manufacturing sport equipment

"We have a responsibility to look after the natural environment both for people today and in the future. We recognize that the new adidas Group is a bigger company with a larger physical footprint, which means we have an even greater responsibility to manage our impact on the environment.

Environmental impacts occur at all stages of the lifecycle of our products, from product design to disposal. Our efforts are focused on the manufacture of our products at our suppliers' sites where more than 95% of our products are made.

We adopt a systems-based approach to managing our environmental impacts in our own production facilities and in our supply chain. Within the lifecycle of our products there are two points in the product design and development processes where we can make a significant difference to the company's environmental footprint. The first is in improving the materials that go into our products, and the second is in tackling pollution in factories."

Supporting guidelines

The "Workplace Standards" are a set of rules that our suppliers must abide by. But to illustrate how suppliers should implement our standards, we have created a set of guidelines for use in factory settings. These expand on adidas "Workplace Standards," giving detailed instructions and practical examples for implementation.

The guidelines are also used by our SEA team to:

- determine whether a supplier is complying with our standards
- advise and train our suppliers in improving their performance.

adidas regularly create new guidelines and revise existing ones. There are currently six guidelines and those six are further complemented by specific supplementary materials.

The six guidelines are:
- Guidelines on Health
- Safety and Environment Guidelines on Employment Standards
- Guidelines to Best Environmental Practice
- Worker Cooperative Guidelines
- Enforcement Guidelines
- Guidelines on Sustainable Compliance

In the course of 2006 the major components of our guidelines were reviewed and revised.

Mr. Masato Mizuno,
Chairman of Mizuno Corp. will be presenting the program and achievements of his company later on this panel.

"Asics Sasa To Corpore Sano"

[Japanese way of saying "Asics: From the feet to the body."

Corporate Principles]

1. Provide products that are durable and that meet customer's needs and expectations
2. Fight corruption and unethical behavior in the workplace community
3. Focus on mutual respect and cooperation between employees
4. Offer a safe and fair work environment
5. Focus on our core business activities and continuously improve the quality of our products

[Corporate Value]

"The World's No. 1 Creator of Sports, Fitness, and Comfort Oriented Lifestyle"
Corporate social responsibility in manufacturing sport equipment

The Seven Challenges of the ASICS’ CSR activities

- Skill Activity
- Environment Awareness
- Social Actions
- Environmental Preservation
- Safety, Own, Management
- Product Purity
- Service and Assessment
- Others (un-categorized Activity)

Environmental Preservation

- IT Utilization Reduces Paper Consumption
  - Reduction of Paper Consumption
  - A High Achievement Rate Maintained Each Year
  - Enforcement of Green Procurement
- Trainee Having Fun
  - Environment Training Program
- Three Offices Have Been Recognized
  - Environment Management System
  - Aiming for Higher Ground
  - The History of Environmental Preservation Activities

Environment at PUMA

4 main challenges

Environmental Performance Data

- One part of PUMA environmental aims for 2006 was the compilation of environmental performance data.
- Focusing mainly on energy consumption, waste and waste management as well as the usage of Volatile Organic Compounds (VOC) at our supplier, this data is collected at three levels:
  - The PUMA head office in Germany
  - The larger PUMA offices worldwide
  - At supplier level for the most important PUMA suppliers
  - All data are available at the PUMA WHO?
Corporate social responsibility in manufacturing sport equipment

PUMA S.A.F.E. Concept

Encompassing issues of human rights, product safety and ecological concerns, the S.A.F.E. concept (Social Accountability and Fundamental Environmental Standards) is articulated as a set of internal standards in effect throughout the supply chain. True to the notion that responsibility starts at home**, these standards are primarily upheld by the S.A.F.E. Audit Team, a group that monitors partner manufacturers and works with the rest of the company in promoting the S.A.F.E. concept.

Corporate social responsibility in manufacturing sport equipment


Just Released on October 17th, 2007

PUMA Sustainability Report externally certified by TÜV Rheinland and pre-screened, Wednesday, October 17, 2007


For the first time, German Technical Service and Assurance Provider TÜV Rheinland certified and commented the report. Greenpeace and Fair Labor Association (FLA) have explicitly recognized the social and ecological commitment of the SportWear company.

The report is published in accordance with the demanding guidelines of Global Reporting Initiative (GRI), the largest multi-stakeholder network. PUMA’s Sustainability Report obtained the best GRI application level IV – the first in the sporting goods industry. Moreover, according to Swiss Institute SIM (Sustainability Asset Management), PUMA will continue to be ranked in Dow Jones and STOXX Sustainability Index next year.

Corporate social responsibility in manufacturing sport equipment

patagonia

-Environmentalism: Leading the Examined Life™

Patagonia’s Mission Statement

Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis.

Corporate social responsibility in manufacturing sport equipment

patagonia

- Every one to two years Patagonia chooses an environmental crisis to devote most of its energy towards this campaign—but that doesn’t mean they turn their backs on other important issues.

- Arctic National Wildlife Refuge is Patagonia’s Fall 2007 environmental campaign which is focused on protecting the Arctic National Wildlife Refuge. Their goal is to help permanently protect the 1.5 million acres Coastal Plain of the Refuge by designating it Wilderness.

Corporate social responsibility in manufacturing sport equipment

patagonia

- “Every one of us does things in the course of a day that adversely affect the health of the planet. We don’t need to, we just don’t give it a thought.

Surprising, though, how many habitual practices we can—and do—change once we give them some thought. We can all name environmental habits we’ve changed and more we intend to. This has to be true, and more often by more of us. The impact of an unexamined life is far more serious than it often was—deadly so.

Here we’ll examine Patagonia’s life and habits as a company. The idea is to give more of our practices some air and thought, and to change habits often played out on an industrial scale, with downstream effects. We’ve been in business long enough to know that when we can reduce or eliminate a harm; other businesses will be eager to follow suit.” Patagonia

7th World Conference on Sport and the Environment
International Cooperation and Development Dept.

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"Our definition of quality includes a mandate for building products and working with processes that cause the least harm to the environment. We evaluate raw materials, invest in innovative technologies, rigorously police our waste and use a portion of our sales to support groups working to make a real difference. We acknowledge that the wild world we love best is disappearing. That is why those of us who work here share a strong commitment to protecting undomesticated lands and waters. We believe in using business to inspire solutions to the environmental crisis."

Change Your Clothes for Good

"Just a few examples:
We acknowledge that the wild world we love best is disappearing. That is why those of us who work here share a strong commitment to protecting undomesticated lands and waters. We believe in using business to inspire solutions to the environmental crisis.

Environmental threats
We see at the grassroots levels to innovative solutions to problems. We support organizations that are working to develop and promote these solutions. Patagonia is committed to reducing its environmental impact and is working towards a sustainable future."

How Much of a Difference Can I Make As a Consumer?

"Anyone who thinks they are too small to make a difference has never been in bed with a mosquito." - Climate Counts

Corporate social responsibility in manufacturing sport equipment

"Commons Threats Giant Recycing
They too much of what is made today ends up in the trash and at the end of its useful life. Patagonia is now working to change that.

In 2016 we launched our Common Threats Giant Recycling program, through which customers could return their own Craghoppers Performance Baselayers to us for recycling. Since then, we have collected dozens of Patagonia Aware PlanetWater Reuse from other manufacturers and Patagonia organizes a total of 6 events to our local communities.

Our long-term goal is to take environmental responsibility for everything we make. Please help us by changing your clothes for good."

Corporate social responsibility in manufacturing sport equipment

"What we do at Patagonia"

"The Consumerists allege that Patagonia is a product of the Conservation Alliance. They accuse us of promoting the destruction of the natural world - in their eyes, a "good" alternative to protecting nature. We refute the claims and further our commitment to maintaining healthy and sustainable ecosystems."
4.10.2. Sport and sustainable compliance

Auret van Heerden, President and CEO, Fair Labor Association

The famous economist Milton Friedman made the classic statement that “the social responsibility of business is to make profits” and one could apply that logic to sport and say that the social responsibility of sport is to promote sport. That is indeed a valid and valuable thing in itself. However, any business or sporting activity takes place in a specific social context that cannot be ignored. (I use the term “social” in its broadest sense here and include the environment). If that social context is badly regulated business or sporting activity will inevitably be affected. In the case of business, many companies found that their exclusive focus on profits meant that they overlooked key social factors that subsequently had a negative impact on their business. To take a topical example, a business manufacturing in a country where product safety regulations are not properly developed or enforced may find that their goods are defective and have to be recalled, resulting in additional costs, potential legal liability and damage to their reputation.

Consumers, in particular, want to be able to rely on the integrity of their favorite brands and so companies who cannot be sure of the regulatory environment need to take additional measures to ensure that their products meet up to market expectations. This issue has been magnified in recent years by a number of factors. Firstly, more and more products are now produced in global supply chains and this increases the risk that one or more of the links in that supply chain is located in an unregulated jurisdiction and may not comply with a key regulation or standard. Secondly, the length of the supply chains makes it very hard for the buyer to have visibility over all the suppliers involved. Thirdly, the amount of information available to consumers is greater than ever before and they may well find out about a product defect through the media or other sources. Once consumer confidence in a product or a source of products is shaken it is very hard to restore.

Hence even businesses who follow Milton Friedman’s dictum and focus only on profits soon find that their pursuit of profits cannot be sustained without taking into consideration social factors. If the public agencies cannot ensure an acceptable or effective degree of social regulation then business may well need to step in and make other arrangements to provide basic social goods. The extractive industries have long been aware of this and have themselves undertaken the provision of social goods such as roads, clinics and schools. Since oil or mining companies often operate in remote areas where public infrastructure and services do not reach they have to deliver such services themselves just to ensure their basic operations. The need for a private actor to deliver public goods is not as obvious when companies operate in cities but the same implications exist if the context is not well regulated. Any company or organization therefore has to ask itself a few basic questions about the context in which it operates. What are the key social issues that may affect my activities? Can I rely on the public agencies responsible for managing those issues? If not, what can I, as a private actor, do to ensure that they are managed so that I can protect the integrity of my product and my reputation as a producer? In this regard any sporting organization could be seen as a producer and sporting activity as their product so the same questions need to be asked.

If the answer to any of the questions above is “no” then the enterprise or organization needs to take additional steps ensure the viability and sustainability of their activities. Many companies already do this in respect of product quality. They have quality standards and conduct quality controls in order to ensure that their suppliers comply with those standards. In some contexts that approach has to be extended to other issues as well and companies have used the same approach – they set precise performance requirements and audit to ensure compliance. Where they find non-compliance they define corrective action plans to address it.

Take the example of child labour. In some developing countries widespread poverty results in child labour and any economic or social activity in that society runs the risk of being affected by child labour. This has been the case in the Sialkot area of Pakistan which has long been a major producer of sporting goods, in particular soccer balls. Clearly no company or social organization can eliminate poverty and child labour but at the same time they cannot ignore the fact and the risk so they need to be proactive and take steps to prevent it entering into their supply chain. In addition to prevention, they need to be monitoring on an ongoing basis to ensure that the preventive measures are working and where they do find non-compliance with their child labour standards they need to set up a corrective action plan to remedy the problem. The implementation of that plan will almost certainly involve skills that the business or sports organization does not possess and so they should partner with other groups who specialize in that area. A good example of this can be found in the response of the sports community to the situation in Sialkot. The World Federation of Sporting Good Industry (WFSGI), the ILO, UNICEF and some NGOs
all worked together with the Government of Pakistan and the Sialkot Chamber of Commerce to develop a programme to eliminate child labour. In this way the sporting goods industry, which has no expertise or even mandate to deal with child labour, was able to enlist the cooperation of the international and national agencies that do. The programme has not always worked as well as it should have and if one were to do it over again it would benefit from greater degrees of external monitoring and more transparency but the multistakeholder approach is undoubtedly the correct one.

One could equally cite examples relating to public health or the environment. In each case, business or sporting organizations could be adversely affected by health or environmental issues and they need to be helping to deal with those issues in order to ensure their own long term prosperity. It is therefore essential that any business or sporting activity acknowledge the social context and its implications for them. This is key to the concept of sustainable enterprise, even if only to manage risk. It can however, (and I would argue should) go further than risk management. Business or sporting initiatives mobilize significant resources and have the potential to deliver social goods that otherwise may not be delivered. I have already referred to the provision of infrastructure by the extractive industries but one could also find examples in other sectors. Human resource development is another area in which business often steps in to improve on the education and training of workers provided by public bodies. In an immediate sense this may be necessary simply to ensure the competitiveness of the enterprise, but in a broader sense it is a contribution to the human capital base of the society as a whole.

The International Labor Organization (ILO), the oldest and most representative agency in the UN system, recognized this fact when they noted that poverty anywhere threatens prosperity everywhere. Government and the social partners (business and labour organizations) all share in the responsibility to deliver social goods because any breakdown in their delivery will threaten all social groups, not only those deprived of the service. The Chinese government has recognized this potential contribution and appealed to all enterprises and organizations to contribute to building a harmonious society. In essence, this means helping to fill-in the gaps in social development. Strictly speaking, it is the job of public agencies to do that, but since other organizations would also be affected by those gaps it is in their interest as well to ensure that they get filled and they often generate resources that could contribute to that process.

I would argue that business or sporting activities should make a contribution to social development, both in their own short or longer term interests but also because it is the right thing to do. Any activity that takes broader social needs and concerns into account will benefit from a more constructive relationship with its potential consumers and stakeholders. Identifying, understanding and responding to those needs will help the company align its activities and products with society and ensure more sustainable operations. Helping to protect and strengthen the development of society ensures the future operating environment of the company and its stakeholders and sets up a virtuous circle where each one gains from the development of the other.

This raises however, the issue of sustainability. Public agencies are responsible for delivering social goods and that is their core business. They should perform that role consistently and without favour. Businesses who decide to deliver public goods however, may not have the same commitment to do so in the long term without any bias in favour of one group or another. A business (or a sports organization, for that matter) may decide at a certain point that their priorities have changed or that they need to devote those resources to other activities and may cease to deliver a certain public good. An oil or mining company that provides education and health services at one of their sites may eventually move when their extractive activity is no longer profitable and they are unlikely to continue to support the public services they previously provided. For this reason it is essential that any delivery of public goods that business or sport organizations decide to engage in be selected and managed in conjunction with other social actors. This will help to ensure that the choice of the goods and their delivery mechanisms is appropriate and also that there are partners who can continue to ensure delivery even if the business or sports organization withdraws at some point. The other partners will of course require preparation in order to be able to continue without their business or sports partners. That implies capacity building and resource allocation to ensure that they are ready, willing and able to sustain the activities even once the principal partners withdraw.

There are additional reasons why business or sports organizations should work with other groups when delivering social goods. Firstly, the social goods in question may not be in the core competencies of the business or sports organization and so they will need to enlist the help of specialists from other organizations. Secondly, the business or sports group may not be seen as a legitimate party in that field and they can overcome that lack of legitimacy by selecting partners who are.
To summarize, a business or sports organization cannot operate in isolation from the social context in which it is located. A responsible business or sports body will take the time to understand the social context within it operates and assess the threats and opportunities that it contains. In order to avoid the potentially adverse effects of that context an organization should then take steps to ensure adequate regulation of its sphere of activity and regularly check on compliance. If public bodies are not providing adequate regulation private actors may need to be mobilized. Maintaining compliance with performance standards always requires investment in capacity building to ensure that all of the people involved in delivering that performance have the skills and experience required. Finally, in order to ensure sustainability, those people or organizations need to be equipped to maintain delivery even after the withdrawal of a key partner. Sustainable compliance relies on the self-sufficiency of the participants. It cannot be provided by external actors (at least not in the long term) and so needs to be rooted in local processes and resources. Responsible business and sports organizations can and should contribute to that wherever they operate.
4.10.3. Effective ways to implement environmental conservation in corporate activities

Masato Mizuno, President, Mizuno Corporation

Beginning of 21st Century, human society has been threatened by much misconduct by some vicious top management of large companies and climate changes by the global warming. In order to overcome all of the issues human society faces, the Corporate Social Responsibility has been introduced.

Corporate social responsibility is consisted of following features:
1. Corporate Governance
2. Compliance
3. Risk Management
4. Internal Control
5. Environment Conservation
6. Customer Satisfaction
7. Stakeholders Satisfaction
8. Disclosure
9. Philanthropy

Environmental problems are now on a global scale, so we are facing an extremely serious situation: global warming, the destruction of the ozone layer, acid rain, the pollution of the oceans, the depletion of tropical forests, desertification and so on. We have an obligation to pass on this irreplaceable earth to the children of the future in as beautiful condition as possible.

Implementation of conservation of environment along with the corporate social responsibility is indispensable to administrate corporation.

Introduction of Crew 21, Mizuno environmental Activity
It is necessary for us to take actions, starting with the most feasible ones, to protect and maintain sustainable natural environment. To do so, Mizuno launched its “Crew 21” program in 1991, through which all our employees take part in environmental conservation activities. “Crew 21” is the acronym of “Conservation of Resources and Environmental Wave 21”. Facing the 21st century, this company will shoulder its role as a crewmember of Spaceship Earth practicing activities that conserve the environment and resources under the title of Global Environment conservation Activities. In 1999, we adopted Mizuno’s Environmental Policy, which has been in place and revised as necessary to enhance our environmental conservation activities.

Mizuno celebrated its 100th anniversary in 2006, and this year the company intend to make a fresh start and take further aggressive approaches in our environmental operations to make their next 100 years an even greater achievement. Representing all members of Mizuno Group, they will do their utmost to advance environmental activities as a one of the corporate citizen that is highly effective and appealing to sports world.

The introductory part of “Crew 21”
The environmental measures of sports equipment towards sustainable development are quite same as other sectors of the stakeholders. 3Rs, Reduce, Reuse and Recycle are the basic policy to save energy and resources as well as separation of waste that leads to the Zero Emission.

Policy
Mizuno Corporation promises to continuously promote the challenges of the followings under the slogan of “Presenting a sound and healthy sports scene to people and to mother earth” as well as they shall recognize that all of their corporate activities affects the environment and contribute to the conservation of the global and regional environment.

Mizuno Corporation promises to:
1. Work to improve environmental impacts and prevention of pollution in all of corporate activities.
2. Set environmental objectives and targets in regard to the following items, will establish and maintain the environmental management system, and will aim to achieve the objectives and targets by reviewing and improving them periodically.
1. Energy saving and resources saving
2. Reducing and recycling of waste
3. Developing of environment-friendly products and services
4. Purchasing of environment-friendly materials, items, and commodities

3. Observe the requirements of relevant environmental legislations, regulations, and agreements, etc.

4. Carry out environmental audits and work to maintain and improve environmental management system.

5. Work so that all employees will understand the environmental policy through environmental education, etc. and will work to realize the environmental policy by having all employees take part.

6. Disclose the environmental policy, the situation of environmental conservation activities, and environmental accounting to interested parties and the public.

ISO 14001
ISO 14001 is an environmental standard set by International Standardization Organization, which can be obtained by any organization. An organization with ISO 14001 recognitions can be viewed as an organization that runs sustainable Environment Management System.

At the beginning, Mizuno Yoro Factory obtained ISO 14401 in 1998. In February 2002, Mizuno acquired the certification for its all operations in Japan. Also, in May 2004 it acquired certification for Shanghai Mizuno, its largest overseas production facility. Even after acquiring certification, in pursuit of realization of its Environmental Policy, Mizuno is working hard to maintain and improve the management system. Mizuno maintain the system to meet legal and other requirements, review environmental targets and goals, and strengthen internal audits.

Zero Emission
Zero Emission is one of the ideal states of society. The concept of the zero emission is to categorize material by separation of waste then turn the waste to resources.

Any factory can achieve the zero emission by categorizing all the material that is out-put from the factory to products and others then make others into resources by separation of industrial waste.

In March 2003, Mizuno attained Zero Emission at all its domestic factories. Each month, we track and manage emissions, emission amounts, incineration amounts and landfill amounts for each plant. At Mizuno, we define Zero Emission as recycling of over 98% by weight of industrial waste generated in the production process. In fiscal 2006, our recycling rate was 99.1%.

Green delivery
For deliveries of products to our company stores and our retailers, we have introduced fold-down containers, and we are aiming to reduce time taken on picking through boxing, and reduce the number of boxes used.

Promotion of Modal-Shift
From January 2005, we have shifted transport between our Tokyo and Osaka distribution centers from truck transport to train, and we are promoting the modal shift.

Education
Mizuno Video Communications (MVC), which is internal weekly video news, has been distributed every Tuesday to all members of the company over 20 offices and factories. In MVC, articles of “Crew 21”, environmental program, stress the importance of conservation of environment and explain the meaning of Crew 21 and what they have to do concretely.

Development of Environmentally friendly products
Mizuno is aiming to develop products friendly to the environment under the following six concepts:
1. Development of products using cyclic materials
2. Development of products using semi-cyclic materials
3. Development of product using recycled materials
4. Development of products manufactured using ecologically friendly processes
5. Development of products that conserve the environment
6. Development of products that promote energy savings.
1. Development of products using cyclic material
Products using cyclic raw material that are collected after use, recycled back to the original material for next production. The kinds of material used in the product must be limited to one type to make reprocessing easier. The easiest concept to implement, high performance products can be made by combining recycled materials with other materials.

Examples: Outfits supplied to the 24,000 volunteers of Nagano Olympic Winter Games were made out of Material “Nylon 6” thermal plasticity. All material of the parts of outfit, surface, insulation, liners, buttons, fasteners, threads were “Nylon 6”. The used and collected outfits became Nylon 6 pallets by heated in vessel, then came back to Nylon 6 fiber or other raw materials.

2. Development of product using semi-cyclic material
To develop products using semi-cyclic materials that were collected and recycled after use in the same manner as products using cyclic materials, but then transformed into a different type of materials for different products.

Examples: Parts of sports wear out of semi-cyclic materials

3. Development of products using recycled materials
To develop products using recycled materials in part or whole. The easiest concept to implement, high performance products can be made by combining recycled materials with other materials. There are some examples of products their parts are made out of recycled materials.

Examples:
1. Running shoes: The artificial leather for our shoes uses fabric made from recycled PET bottles.
3. Baseball accessories: Baseball daypacks, shoe cases and bat cases that use recycled PET fabric for 60% of the outer layers.
4. A sequence of pictures shows development of products using recycled materials. Collected PET bottle become chips by a process, and then it becomes thread by melting and injecting process.

4. Development of products manufactured using ecologically friendly processes
To develop products that does not use any harmful toxic substances such as PVC and Freon gas for production process nor contains them as well. It is also important that no emission of any environmentally harmful waste during the production process.

Examples:
1. Racing Shoes: Shoes that have the sole and upper glued using water-based adhesives taking into account the working environment in the factory.
2. Baseball Gloves: We use special leather created using environmentally friendly processes for the main part of the glove.
3. In order to prevent pollution, lubricating oil is filtered for re-use in the factory.

5. Development of products that conserve the environment
Developing the very safety products that do not have an adverse effect on the environment when using them or when disposing of them after use. The product supposed to have high durability, long-life products.

6. Development of products that promote energy savings.
Developing the products using heat-generating materials “Breath Thermo” that effectively transform moisture from skin into heat. As a raw fabric, its heating value is around three times that of wool (in-house comparison).

The other hand, “Ice Touch” cool feeling material effectively expels vaporization heat and cools down the skin.

Those products using high tech materials promote energy savings in air-condition and/or heating just by wearing/using them.
Action program
It is essential that all the company members aware the critical situation of environmental reality and make action of conservation, most of the office workers participate to the clean up program at surroundings of the offices.

“Point of no return”
It is so to say that there will be a “POINT OF NO RETURN” which is a point of exceeding the limit of several elements such as average temperature or ratio of carbon dioxide, which lead all the creatures including human being to extermination. It is awful guess however according to the 4th report of IPCC, it might not be distant future. In order to retain the ecosystem on the earth, we have to find out the point and try our best not to exceed it.

We all are the crew of this indispensable spaceship “The Earth”. We, not only all sports industrial companies but people in sports world must collaborate and establish partnership to prevent us from exceeding the POINT OF NO RETURN.
4.10.4. The Li Ning perspective on manufacturing sporting goods in China

Jianxin Guo, Chief Operating Officer, Li Ning
开发—让我们变废为宝

Development—Make a good use of surplus materials and waste products

当设计阶段进入开发流程的时候，也能最大化程度的低耗开发过程
不需要和后端联系；
At development stage, we are able to maximize efforts to minimize waste and prevent pollution:
- 必须考虑到合作的必要性，李宁公司选择供应商是按照与国际标准
- 李宁公司会按照快速的环保要求，低耗开发过程
- 低耗开发过程中应优先选取，李宁公司坚持与供应商建立友好
- 我们相信废物产品应能整理出不同的分类和再利用及回收再利用。

制造—严格的管理和监督

Manufacture—Strict Management and Monitor

- 李宁公司严格对供应商的工厂，设施和工人
- 李宁公司采购产品遵循严格的环保要求
- 李宁公司采购产品遵循严格的环保要求
- 李宁公司采购产品遵循严格的环保要求

改善工作的环境

Improve workers’ working conditions

李宁公司一直都在努力改善工人的工作环境，保证空气质量、
- 李宁公司宣布2004年开始要求所有供应商使用环保无醛胶
- 李宁公司已经宣布2004年开始要求所有供应商使用
- 李宁公司已经宣布2004年开始要求所有供应商使用
- 李宁公司已经宣布2004年开始要求所有供应商使用
销售让环保意识渗透到细节
Sale-incorporate the concept of environmental protection in every aspect

在零售终端消费者的购买行为当中，有一类产品上都有2.5个甚至3.0个关于资源、成分透明度及企业标识等小卡片。在李宁公司内部会议中，一些员工提出了这些卡片的设计可以更加环保、降低成本。销售会

When delivered to end consumers, each of our products carries with it 2.5 or even 4-6 small cards regarding pricing, fabrics, and corporate symbols. When our company received suggestions from employees, some colleagues proposed that we could use both the front and the back of the cards to display information of our company. The effect will not only help us save paper but reduce our cost as well.

任重而道远
The task is heavy and the road ahead is long

越来越多的李宁品牌体验到可降解材质、环保包装等新产品的实力，李宁公司会继续加大环保步伐，战略计划是逐年推行。

The public’s more recognition of Li-Ning brand means more responsibility on part of Li-Ning company. Our company will, and will be always taking it as a duty of us to conserve natural resources and protect ecological environment.

我们愿意为此而更加努力！
We are ready to work hard to fulfill our commitments!

谢谢！
Thank you!
4.11. Parallel H – Implementing environmental best practice and sustainability in sport

4.11.1. Sport and the Billion Tree Campaign

Theodore Oben, UNEP Head of Children, Youth Sport & Environment Unit

Environment for Development

Commit to action!

Join the Billion Tree Campaign

“The symbolism – and the substantive significance – of planting a tree has universal power in every culture and every society on Earth, and it is a way for individual men, women and children to participate in creating solutions for the environmental crisis”.

Al Gore, Earth in the Balance

Target groups:

- Individuals
- Children and youth
- Schools
- Civil society and NGOs
- Farmers
- Community groups
- Private sector
- Local and national governments

- Foster partnerships
- Build on existing programmes
The race is on

The challenge:
to PLANT,
CARE for
and RAISE
1 billion trees

in 2007

United Nations Environment Programme
Plant for the Planet: The Billion Tree Campaign

www.unep.org/billiontreecampaign

Pledge can be anything from a single
tree to 10 million trees

3-stage process: PLEDGE, PLANT,
CONFIRM

Participants receive a certificate

United Nations Environment Programme
Plant for the Planet: The Billion Tree Campaign

The campaign encourages the
planting of
indigenous trees that
are appropriate to the
local environment

Advice on tree
planting is available
on the website

United Nations Environment Programme
Plant for the Planet: The Billion Tree Campaign

UNEP’s role:

Small secretariat
Catalyst
Leadership
Federating function

United Nations Environment Programme
Plant for the Planet: The Billion Tree Campaign

Lead patron: Wangari Maathai

When we are planting trees sometimes
people will say to me, “I don’t want to plant
this tree because it will not grow fast
enough”. I have to keep reminding them
that the trees they are cutting today were
not planted by them, but by those who
came before. So they must plant the trees
that will benefit communities in the future. I
remind them that like a seedling, with sun,
good soil, and abundant rain, the roots of
our future will bury themselves in the
ground and a symmetry of hope will reach
into the sky.

Wangari Maathai
Unsung Hero: One Woman’s Story

United Nations Environment Programme
Plant for the Planet: The Billion Tree Campaign

To date:

Over 1.2 billion pledges

Almost 500 million trees
planted

United Nations Environment Programme
Plant for the Planet: The Billion Tree Campaign
Involvement of sport organizations

Not as successful

Only 3 sport organizations enrolled

The campaign is simple for sport organizations

Athletes
Supporters
Affiliates
Partners

Commit to action!

Join the Billion Tree Campaign

The Billion Tree Campaign
We need YOUR involvement

www.unep.org/billiontreecampaign
4.11.2. Sport for Sustainable Living: Using the Games to inspire awareness & action on sustainable living choices

Brenda Metropolit, Director of Sustainability, Environment Canada

Canada and the 2010 Winter Games

- 2010 Olympic and Paralympic Winter Games is an opportunity for Canada to:
  - Celebrate and showcase Canadian athletic, artistic and innovation excellence on a national and international scale
  - Create shared and sustainable legacies for our host communities and all Canadians

Canada and the Sustainability Movement

- Action on sustainability is increasing locally and globally
- Environment is the number one priority for Canadians
- Canada embraces sustainability movement through various actions
- The public is open and hopeful but unsure what to do and how to get involved

Starting Points

- Sport can be a powerful vehicle for personal/community action on sustainable living
- International events like the Olympic and Paralympic Games provide opportunities to raise awareness and action on sustainable living choices
- New web-based tools have the demonstrated ability to mobilize individuals and communities

Context

- Respond to public interest on sustainability
- Maximize legacies for Canadians and deliver on Environment Canada’s mandate to protect the environment
- Deliver on the Vancouver Organizing Committee’s (VANOC) sustainability performance objective: Using sport to inspire positive choices on sustainable living
- Align with International Olympic Committee’s charter/Agenda 21
- Minimize the environmental impact of the Games
Partnership

- VANOC and Environment Canada:
  - Develop a public participation program that leverages the 2010 Winter Games
  - EC and VANOC commissioned research on social marketing and the development of a strategic framework for action and awareness on Sustainability

Program Objective

- Inspire people to change their behavior
- Move people from awareness and concern to direct action
- Measure impact and present ongoing results
- Increase engagement on the choices involved in living more sustainably

Research

Case Studies
- Blue Box Recycling Program
- Make Poverty History
- ParticipACTION
- Dove Self-Esteem Fund
- *Idle Free* Anti-idling Campaign
- That’s the Way to Do It. Sustainably. (Dias brings’ Nannaste)
- AIDS Red Ribbon Campaign

Key Findings

- High-profile events are opportunities to excite and mobilize people
- Children and youth are effective influencers
- A partnership model brings strength and reach
- Employees and stakeholders are important resources

Research

Recommendations
- Use group engagement
- Allow personal autonomy
- Athletes, artists, celebrities and high profile events can bring appeal
- Use tools (social networking and mobile technologies)
- Signature icons can be powerful motivators
- Make it easy and positive

Sustainability Call to Action

Use sport and the power of the 2010 Games to:
- Issue an invitation to engage people in sustainable behavior change
- Encourage people/organizations to choose their own actions in which to participate/change action
- Provide individuals with:
  - tools that make taking action easier
  - a way to see results
  - recognition
Program Elements
- A web portal that provides a “single point of entry”
- Use identified key audiences as a starting point
- A signature icon to engage and recognize participants
- Business, community and organizational projects and campaigns
- Aggregated results can provide statistical data
- Celebrate achievements at the 2010 Games

Signature Icon
- Must have “zing”
  - A gesture, a wrist band, a color … “I’m in”
- Sustainability participation icon could significantly enhance a Games-based sustainability logo

my2020.ca - Concept Under Consideration

How my2020.ca could work
- Awareness:
  - Engage athletes and artists to invite people/organizations to participate and log onto my2020.ca website
- Action:
  - Select areas of interest (e.g. environmental footprint reduction, social inclusion, responsible purchasing, etc.)
  - Commit to action
  - Create a link between sport, healthy living and a clean environment
  - Get people involved rather than just talk or think about doing it

How my2020.ca could work (continued)
- Create the momentum:
  - Participants tell others through website networking
  - Supported by a communications plan
- Celebrate:
  - See how contributions roll up with others to make a difference

Advantages of my2020.ca
- Uses on-line social networking (i.e. Sustainability “Facebook”)
- Unique opportunity to use a major sporting event to draw people to a networking site
- Helps bridge the gap between wanting to take action and taking action
- Participants can see and celebrate the results
- Fun, positive and rewarding
Our dream for 2010...

...is to build on the good work done in Beijing and then pass the baton to London to continue the Olympic legacy of the sustainability movement.
4.11.3. Carbon Offset and Sports Events

Florin Vladu, Programme Officer, United Nations Framework Convention on Climate Change (UNFCCC)

Outline of the presentation

- Climate change
  - What could happen?
  - What can we do?
- Carbon offsets
  - What is the objective?
  - What is the approach?
- Estimating the greenhouse gas emissions of sports events
- Take measures to reduce their emissions
- Purchase carbon offsets
- Final considerations

Climate change | What could happen?

- Intergovernmental Panel on Climate Change:
  - Stronger evidence of the human footprint on the global climate
- Ever more disturbing scenarios of temperature increases and resulting adverse effects
- Dramatic vulnerability of the people, communities and countries least able to cope with these external shocks that are not of their making
- Climate change is an inevitable ‘creeping catastrophe’ and effects our lives. Thus, adaptation to climate change must become the aim of all countries

Climate change | What we can do?

Carbon offsets | What is the objective?

- To "neutralize" the emissions of greenhouse gases (GHGs) associated with business operations, meetings, conferences and events through climate change mitigation measures elsewhere
**Step 1 – Estimate GHG emissions**

**What are the boundaries of the analysis?**

- **Key considerations will be:**
  - Data availability and what is practical and manageable
  - Aim to cover large emissions sources first and to refine and improve the inventory and boundary over time
  - An overly ambitious coverage could become unmanageable in terms of data collection and the staff resources required
  - Emissions which can be influenced by management-level decisions of organizers
  - Emissions associated with decisions for which participants and delegations are responsible but for which organizers could have an active policy of reducing them

**Carbon or climate neutral?**

- Climate neutrality allows a more comprehensive approach. While carbon dioxide is the greatest contributor to global warming, there are several reasons for opting to include the six gases covered by the Kyoto Protocol, namely CO₂, CH₄, N₂O, HFCs, PFCs, and SF₆.
- Such coverage corresponds more closely to the approach being taken in the international climate change process under the UNFCCC and the Kyoto Protocol.

- A climate-neutral approach also provides a more environmentally credible perspective. A practical example is the case of air travel where the full greenhouse effects of aircraft emissions are significantly higher than those from CO₂ alone, according to the IPCC.

**Step 1 – Estimate GHG emissions**

**What are the main contributors?**

- **Methodologies take into account carbon emissions from:**
  - Travel of participants by air, train, and car
  - Energy consumed and waste generated at the conference venue
  - Hotel accommodation and local transportation
  - Pre- and post-activities of the organizers

- **Examples:**
  - Renewables 2004 Conference: 5 days, 2,000 participants, 1,600 participants, 1,400 participants, CO₂ 1,000 kg, per participant
  - Frontal view of the emissions from the conference venue
  - Emissions from the conference venue
  - Contribution to total emissions
  - Contribution to total emissions

- Travel by air is the main contributor!
Step 1 – Estimate GHG emissions | What are the GHG emissions from air travel?

- Bottom-up methodologies: uses different emission factors based on: “real” types of planes; occupation of flights; flight altitudes; and stopovers
  - Flight route: identify airports (start and termination of the flight, consideration of stopovers) and distance between airports
  - Aircraft model: type and version (e.g., B-747-100/400), engine version, number of seats
  - Average utilization of aircraft: intercontinental - 80%, continental - 60%
  - Fuel consumption: depends on the flight distance and phase (take-off, climb, cruise, descent, landing)
  - Calculate emissions: 3,155 kg CO₂ per kg kerosene

Step 2 – Take measures to reduce emissions | What measures we heard about this conference?

- Establish and use an Environmental Management System (ISO 14001) for the Beijing Games
  - Use clean energy: photovoltaic and solar thermal power, heat pumps and fuel switching
- Efficient use of energy: efficient lighting (LED, advanced lighting control systems) and thermal insulation of doors, windows and walls
  - Water treatment and management: efficient irrigation (micro irrigation/drip technology), rainwater harvesting, and new water treatment plants

Step 3 – Purchase carbon offsets | What vehicles could be used for offsetting?

- Offset the remaining greenhouse gas emissions arising from sports event through offsets selected based on set of criteria that ensure very high standards of reliability, overall credibility, environmental benefits, sustainable development benefits and more
- Additivity: offsets must generate real emissions reductions that would not have otherwise occurred
- Verification and certification:
  - An independent and credible validation or verification process should exist to verify the performance of the offset projects and certify emissions reductions as they occur
  - The reductions must be real, demonstrated and measurable.
  - Emissions reductions should be certified against validated, additionality tests and against the baseline assumptions and acceptable methodology used for calculating the reductions

Step 1 – Estimate GHG emissions | What could be potential issues?

- Lack of information about travels
  - Registered participants - use information to estimate travel itinerary (e.g., athletes and delegations, media)
  - Unregistered participants
    - Contact surveys during the event
    - Use data that information (e.g., how many tickets sold in Germany and assume all travels from Frankfurt)
- Selection of the methodology to make the estimation (bottom-up versus top-down) and development of tools for making the estimations
- Collection of local data (e.g., energy, heat and fuel consumptions, waste generated for 37 completion venues, over 60 venues for training and other related infrastructure in Beijing)
- Complexity associated with estimations for a large number of participants and venues

- Creation of a green belt covering 680 hectares
- These measures will result in a reduction of 230,000 tonnes of CO₂ at the Games’ new venues
- What else could be done?
  - Measures can be also taken by individual participants and delegations attending the Games
Step 3 – Purchase carbon offsets | What vehicles could be used for offsetting?

- Several options exist such as purchasing emission credits from standalone projects (clean development mechanism (CDM) or other development projects), from a carbon fund, or from an emissions trading scheme or planting trees.
- We recommend using certified emissions reductions generated by CDM projects. They generate high-quality certified emission reductions (CERs), could be local projects and respond to country’s sustainable development goals.
- Procedural issues: only registered participants in CDM projects can purchase CERs. However, a new participant can join a project with the approval of all other participants.

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Step 3 – Purchase carbon offsets | How much will be needed?

- Point carbon: 24 October 2007, EUA DEC 2008 (€/tCO₂) €22.53 0.18
- For CDM projects the carbon value is the result of a negotiation and it is known only to project participants.
- €10 could be considered a reasonable value (half of the non-compliance costs).

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Step 3 – Purchase carbon offsets | What are the options for fund raising?

- Funding options for offsetting the carbon emissions associated with sports events includes:
  - Contributions from sponsors (e.g., private sector, foundations)
  - Contributions from delegations
  - Contributions from NGOs and IGOs
  - Contributions from the host country
  - Individual voluntary contributions
    - How much will be needed to offset one’s participation?
    - Offering an off-set option?

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Final considerations

- We welcome the efforts of organizers of sports events to make them climate neutral and to set an example for others through sustainable management practices.
- We encourage organizers of sports events to:
  - Estimate their greenhouse gas emissions in a manner consistent with accepted international standards
  - Undertake efforts to reduce these greenhouse gas emissions to the greatest extent that they can
  - Purchase carbon offsets of very high standards of reliability, overall credibility, environmental benefits, sustainable development benefits to eventually reach climate neutrality.

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Thank you!
4.11.4. The case for sport and nature camps

Tatsuo Okada, Executive Director, Global Sports Alliance (GSA)

The Ecoflag Movement and the case of The Nature & Sport Camp
A leadership training program through sports with “Fairplay” and “Ecoplay”

NPO Global Sports Alliance (GSA) and the Ecoflag Movement
GSA is a network of citizens around the world that love sport and outdoor activity, aiming to create a sustainable civilization through promoting the concept of “Ecoplay” with its symbol the “Ecoflag.”
(There are 64 GSA Teams in 23 countries as of 10/10/07)

Flying the Ecoflag at school sports days

Fairplay & Ecoplay
Bringing the spirit of Fairplay & Ecoplay to life; this is the true nature of sportsmanship!

Beach Soccer World Championship Rio de Janeiro February 2003

Beach Volleyball World Championship Rio de Janeiro October 2003

Ecoplay & Ecoflag around the world
**UNEP/GSA Joint Projects**

1. G-ForSE: The only open database and forum on the environmental actions in sports available today. Those involved in sports meet every two years at G-ForSE to assess progress and recognize the best examples of environmental action in sports.
   
   [http://www.g-forse.com](http://www.g-forse.com)

2. Nature & Sport Camp: A training program for children from underprivileged communities with opportunities to realize their dreams in sport and become environmental leaders and role-models in their communities.

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**G-ForSE2001 in Tokyo**

**G-ForSE2003 in Tokyo**

**G-ForSE2004 in Lahore**
G-ForSE2006 in Lausanne

Nature & Sport Camps

It is clear that the cause of global environmental problems is our mass consumption-based civilization and that urban lifestyle is a microcosm of the civilization. The participants of the camp are asked to think about changing their lifestyle through practical actions such as community clean-ups and tree planting.

The United Nations project that 6 billion people will be city dwellers by 2050. We must develop leadership to solve urban problems including crime, poverty and the environment.

UNEP/GSA Joint Projects

1. G-ForSE: The only open database and forum on the environmental actions in sports available today. Those involved in sports meet every two years at G-ForSE to assess progress and recognize the best examples of environmental action in sports.

   http://www.g-forsc.com

2. Nature & Sport Camp: A training program for children from underprivileged communities with opportunities to realize their dreams in sport and become environmental leaders and role-models in their communities.

The Nature & Sport Camp

An important part of sport training is not just developing skills but to learn about Fairplay and Teamwork as a part of their social responsibility. In addition, the Nature and Sport Camp teaches "Ecoplay" with its symbol, the "Ecoflag."

"Ecoplay" is to enrich nature, save energy and reduce material consumption.

“Ecoplay” in Life

Nature & Sport Camps 2001

7th World Conference on Sport and the Environment
International Cooperation and Development Dept.
Nature & Sport Camps 2006

Our Earth at Night

We are the Future!

The Nature & Sport Camp provides children with opportunities to change the world.

Please join us in supporting this project.

(Marc Imhoff of NASA GSFC and Christopher Elvidge of NOAA NGDC. Image by Craig Mayhew and Robert Simmon, NASA GSFC)
4.12. Plenary 3 – Athletes and sport at the service of the environment

4.12.2. Communicating the sport and environment message

Yaping Deng, Olympian

Today, I will give a presentation about the Role of Athletes in Environmental Protection. I wish to demonstrate the interdependence between sustainable development of the environment and the Olympic Games. This presentation will cover the following aspects:

1. Relationship between sustainable development of the environment and the development of the Olympic Games.
2. Importance of the environment for athletes.
3. Athletes’ activities to protect the environment.
4. Conclusion.

First,

1. The relationship between sustainable development of the environment and the development of the Olympic Games.

Since the 1990’s, environmental issues have become one of the most important projects in long-term development of the Olympic Games. All countries that are applying for the Games or that are hosting the Games have to take the issue of environmental protection into great consideration in the construction of venues and measures taken during the Games. Beijing is the host country of the XXIX Olympic Games in 2008, and “Green Olympics” is one of the three themes. Public awareness can be raised by organizing educational activities about environmental protection. In this way, the Green Spirit can be passed down to future generations in China and the whole world. Therefore, we should take the Olympic Games as a great opportunity to raise people's environmental awareness and improve the environment.

2. Importance of the environment for athletes.

1. A good environment not only provides favorable external conditions for athletes in competition, but also is helpful for athletes’ health. A bad environment, on the other hand, will affect the athletes’ performance and health, in which case how can we expect athletes to make a breakthrough in their performance? In every Olympic Games, good air, food safety and drinking water are given great emphasis. During the Beijing 2008 Olympic Games, we will provide a comfortable and environmentally friendly Village for athletes and officials. We can see that not only athletes, but also all the people in society, need a good living environment.

2. It is our right and responsibility to protect the environment; even small details that we pay attention to will make great contributions to the ecological environment. I am here as deputy director of the Olympic Village Department of BOCOG. I would like to take this opportunity to introduce and demonstrate the environmental protection facilities at the Beijing Olympic Village. During the Games time, about 16,000 athletes and officials will be accommodated in this Village. In order to provide a convenient and comfortable living environment, we have adopted many green technologies in the Village. The Olympic Village will use advanced solar direct-flow evacuated-tubes heat collection technology for providing hot water and showers. This technology effectively reduces power consumption. In addition, in the Village, a heat pump project uses cooling and heating water sources which are reclaimed water from the Qinghe Sewage Treatment Plant; this can meet requirements for cooling and heating the residential area. For more detailed information, I would like to invite you to go to the Village with me. In this video, you will get more visual information about environmental facilities in the Village.

3. Athletes’ activities to protect the environment.

Humanity and the environment should take care of each other, because we can breathe more and more fresh air as long as we take good care of the environment. Now, environmental affairs need support from more and more people; therefore, we need a small group of people to serve as role models who set good examples for other people. Here, athletes, as public figures and models for young people, will play an important role in environmental protection. Therefore, there are many environmental protection activities in which famous athletes take part in China. For example, this September the Chinese government launched a large-scale, country-wide activity named Energy Saving and Emissions Reduction. This activity has the participation and support of all the Chinese people and the government. It is my honor to be a volunteer in this activity and to join in the opening ceremony, promotional video and soiree (or, evening party). This activity not only spreads the ideas about the importance of environmental
protection, but also demonstrates how to save energy and reduce public emissions even from little things, e.g. using more public transportation instead of private cars, using fewer one-time wooden chopsticks, and unplugging electrical appliances when they are not in use. This environmental protection activity enhances people's awareness of energy saving and emissions reduction. Moreover, it improves and promotes the development of Chinese environmental protection efforts. Many other famous and outstanding Chinese athletes besides me also join in the environmental protection work.

a) Beginning in 2004, every year on the Voluntary Tree-Planting Day of Beijing, BOCOG staff members and relatives of staff members, some Olympic champions and famous athletes attend the voluntary planting activity named “Hosting the Green Olympics and Building an Ecological City”. We want to use this activity to guide more and more people into environmental protection.

b) In December 2004, it was my honor to be invited by BOCOG to become a member of the “Green Olympics, Green Action” promotion team. The promotion team goes into local communities, schools and corporations to promote the theme of Green Olympics, calls on the public to understand the meaning of the Green Olympics, to choose the Green life and to contribute their efforts to improving the ecological environment.

c) The sustainable development of society needs to be supported by good habits in environmental protection. Therefore, it is important to develop young people's good behavior, to educate and guide them to treat the environment in a friendly way. In fact, in order to influence and educate young people, many athletes are involved in environmental protection education activities. On September 24, 2005, BOCOG released the Green Olympics Logo at the Beijing Youth Palace. Primary school students built the Olympic Wall with Olympic Champions, environmental experts and representatives of sponsors. Another example was in 2007, when many famous athletes joined in the activities of the launching ceremony of the “Green Dreams, Colorful Olympics” 2007 International Painting Contest for Primary and Middle School Students. By promoting these environmental activities with athletes, we hope that young people's awareness and behavior can be influenced by their role models, and they will become successors to the cause of environmental protection from a young age.

In the activities of environmental protection, every athlete makes great efforts to support the promotional activities, and they try to influence more and more people to become involved in environmental protection. Everyone can take part in environmental protection efforts. In short, we can see that athletes are playing an important and necessary role in environmental protection.

4. Conclusion.
Environmental protection is a long-term and crucial issue, and needs not just one person, but the whole world to pay great attention to it. It is just like the slogan of the Beijing 2008 Olympic Games, “One World, One Dream”. Thus, for ourselves, in our daily life we need to protect our living environment in every little detail; in this way we can have an impact on each other, and more and more people will become environmental protectors. Let us all treat our earth in a friendly way, care about every piece of Green, and together make our world green and peaceful.

Thank you!
4.12.3. Athletes, sport and environment

Roland Baar, Olympian

athletes, sport and environment

Dr. Roland Baar

From past ...

... to future?

Background

sports and young people

Activities and fears of young people

Olympic Summer Sports

practical analysis

INDOOR 🏟 = 16
OUTDOOR artificial 🏟 = 10
OUTDOOR natural 🏟 = 6

• competitions mainly in artificial environment
• training different

people between 13 and 29 years in 10 clubs (2003/2004)
activity places

viability

fears

nuclear power

sport

hosting

training

employment

school / university

minutes

hours

per week

per week

people between 13 and 29 in 10 clubs

from youth sports 2003/2004

Athletes background

"the" athlete?

 yesterday

 tomorrow

Athletes background

car production as example for level of living worldwide differences in availability and growth rates
level of living has influence on athletes interests

Athletes background

contacts

friends
children
family members
sport clubs
general public
politicians
universities
companies

Athletes background

capacity

role model
ambassador
politician
consumer
educator
traveler
employee
scientist

Environmental challenges
Potential involvement of athletes

example: Global greenhouse gas emissions (general)

Potential involvement of athletes

example: Global greenhouse gas emissions 2004

What can athletes contribute?

Approach for athletes and sport

athletes as athletes
- avoiding waste of energy
- recycle
- use public transport
Approach for athletes and sport

- athletes as role model
- accept responsibility
- volunteer for environment
- transfer knowledge about processes

Approach for athletes and sport

- athletes as think-tanks
- be creative
- support creativity
- use contacts

Approach for athletes and sport

- reduced CO₂ and other emissions
- substitute energy with closed loop CO₂
- photosynthesis
- decomposition
- bio fuels

Approach for athletes and sport

- athletes as academics and employees

Summary

- athletes are not only sportspeople
- complex interaction to people and institutions around potentials outside to be improved, transfer possible

athletes, sport and environment

Dr. Roland Baar
4.12.4. Sport: Champion of the Earth

T.A. Ganda Sithole, Director, IOC Department of International Cooperation and Development

Standing here and speaking to you, on the last day of intense two-days of listening to experts on environment and sustainable development, I ask myself if this world before me right now still has the stomach to listen to an environmental layman. Spare a thought for me, especially speaking after such sporting icons as the enigmatic Yaping Deng and her accomplished colleague Roland Baar.

These two, and of course our chairman, have known the pain of disciplined training regimes, the experience of competition at the highest levels, the joys of winning and the grace of losing to better competition. Like 100,000 others in this world of more than six billion inhabitants, they have the honour of being members of an elite club called Olympians. They are a breed of their own, true Champions of Earth who have strived always, to give back to society, particularly in terms of role modelling to the young, what society has given to them.

Well here I am at the deep end. May be the cutting edge of IOC and the Olympic Movement's environmental policy. For it is the Department of International Cooperation and Development that I am privileged to head, and working with a very small team of dedicated young men and women, which is responsible for co-ordinating environmental actions of the Olympic Movement. Make no mistake, it is hard work, but we like, even enjoy what we do.

The motto of this Conference is “From Plan to Action”. We have been planning and acting. We have learnt that every Olympic Games since Lillehammer has gone a step better in factoring in environmental considerations to its planning. It has become policy for the IOC to require that preparations for hosting the Games includes environmental planning.

Lately it has moved from just factoring in environmental considerations in the planning and hosting of the Games, to being part of the legacy. Environmental care, like the economic and social benefits accrued from hosting this world’s greatest spectacle, must be part of the long term culture that the city, the country and the people must benefit from.

Mr. Chairman, your last conference in Nairobi aptly addressed the link between environmental protection and peace. The link is there. Indeed, much was said in this forum, about the fact that Prof. Wangari Maathai and Mr Al Gore, former vice president of the United States, were awarded the Nobel Peace Prize for their advocacy and national efforts to combat environmental degradation. Here are other links that you might wish to consider: President Jacques Rogge, the IOC, Mr. Al Gore and four others were joint winners of the Champions of the Earth Award of the United Nations Environmental Programme earlier this year. Prof. Wangari Maathai and Prince Albert of Monaco, joint patrons of the Billion Tree Campaign are both associated with the Olympic Movement. Prof. Maathai is a member of the International Olympic Truce Foundation and the Prince is an accomplished Olympian in his own right and a serving member of the IOC.

Mr Chairman, on many occasions, suggestions have been made that if World War Three were to break out today it probably would be over the environment. I have, in some of my presentations in your seminars, Mr Chairman, argued that most of the conflict in the world today is over the environment – water, fertile grazing land and, in the case of my continent, the so-called resource curse.

Please bear with me for allowing myself to be at times consumed by problems that may not be shared by most people in this room. I say this with the wish to make you all understand that while the IOC is just as concerned about carbon emissions, the quality of air and water and the depletion of finite fossil fuels, there are elsewhere, people who have no water at all and are lucky to have a bicycle for family transportation, much less a carbon-emitting ramshackle of a vehicle.

To them, talking about the mortal sins of cutting down trees for firewood or the dangers of drinking possibly contaminated water from free-running streams from which their generations have drunk, are as remote a way of life to them as it could be. Yet the villager in a remote African village is today as much a victim of global warming as the urban dweller.

These villagers are coming face to face with siltation. And for reasons they find difficult to understand, rain patterns have changed, their greenery is long gone and even the underground water is contaminated. Young people will do just one thing, trek to urban areas where they will increase pressures on social amenities. Someone called it yesterday, The Demographic Explosion!
These are, of course, environmental disasters of a different kind but which are no less devastating on a fragile ecology, on a fragile social fabric and on countries that have little economies to talk about. Around the teeming urban settlements have grown the unplanned dwellings, sometimes derogatorily referred to as shacks or shanty towns or ghettos.

The IOC Sport and Environment seminars around the world have, in effect, been designed to contribute to the Olympic Movement’s desire to be true to the word of its founding principles, the main one of which is to place sport at the service of man.

Yesterday, at least two presenters spoke about the Olympic Solidarity and the Commission’s tremendous efforts to reach out to our sportspersons through their National Olympic Committees, and educate them on the need to be environmentally conscientious and to participate in tree planting and other like actions.

Coupled with this has been the effort to drive young people into acquiring education, using sport as a disciplining factor and a major ingredient for character building. We heard this morning in one of the forums, justification for sport and nature camps which have become in some cases, the sole source of educational opportunities for hundreds, if not thousands of children from marginalised societies.

The people who run these camps, the unsung Olympians and other sportspersons who run these facilities but remain in the background, those who support such projects, are in my book Champions of the Earth like Wangari Mathaai, Jacques Rogge, the IOC and Al Gore.

We have seen the IOC Commission and Olympic Solidarity undertaking their assignment over the years with great zeal. Their problems have never been in getting young people to plant trees. There have always been tree planting days on our national calendars. Their challenge, and for all of us, IS to get the young people to understand the reasons why they have to plant trees at all and not walk away.

Quite often we have been asked if sport can make a difference. Yes it can. And it is. If the road from Lillehammer to Beijing is any example, we can proudly say sport is making a difference. Not only to the cities in which the mega-events are being organized, or their nations, but the world over.

Indeed, the very nature of sport, its universality, its reach and its popularity, make it a perfect vehicle for great-cause actions such as environmental care, education, development and peace. Yes, a small and less known project in Africa, developed and run on the back of a penny, is getting young people to do sport, to do education and to do environment. OlympAfrica, Sadili Oval, Mathare Valley Youth Sports Association may not be as household names as BOCOG, VANOC and TOROC. But they are making a difference by using sport as a powerful catalyst for education and environmental care.

Greenhouse gases, carbon offsetting, the expanding hole in the ozone layer and the depleting polar ice caps are important to the human race. But in the IOC, we acknowledge that closer to home issues such as the lack of basic education and health care, the economic depravity and rampant child mortality are the now issues for some continents. They are as much a result of depravation and exclusion as the deterioration in the health of our earth which is attributed to the carelessness with which we have treated it over the years.

In concluding, Mr. Chairman, here is my request to us all: The Olympic Movement and many international federations, have taken to tailored environmental education. A lot has been done. Great advances have been achieved in that respect. But more must be done by us all.

Moving from Plan to Action should not be but a catchy phrase for a conference. The same efforts that international organizations, NGOs and sports bodies have put in conscientizing populations in developed countries, must also be applied to the other side. The Third World, developing countries, are not a lost cause. The entire developed world has gone through traumatic experiences. They have come out of it victorious. But through it all, there was someone prepared to genuinely lend a helping hand.

Developing countries need our helping hand. But tokenism will only breed sceptics. Then the reverse result will be assured.

I am convinced that if all sport could do more, to address issues of poverty and education like the Olympic Movement is striving to do, by putting more resources in the development of promising, nay revolutionary “new products” like the Youth Olympic Games, the day may not be all that far when the playing field will be truly level.
We have indeed seen the efforts of the IOC in this regard, of the IAAF, of the FIFA and many other sports organizations. They have made a difference to the lives their sports have touched. These organisations are leading the way in thinking outside the box.

The big difference will be made when all of us, governments in developing countries included, accept that sport can be a powerful catalyst for improving the quality of life, and take the necessary Action to factor this in national policies and fund them accordingly. Only then shall we collectively deserve the term Champions of the Earth. In order to step this breakneck race to the bottom, we have to all put our shoulder to this particular wheel.

I thank you for your patience in listening to me.
4.13. Closing ceremony

4.13.1. Closing speech by Mr Jingmin Liu

Jointly organized by the International Olympic Committee (IOC), the United Nations Environment Program (UNEP) and the Beijing Organizing Committee for the Games of the XXIX Olympiad (BOCOG), the Seventh World Conference on Sport and the Environment has accomplished its agenda and is going to be closed today. On behalf of the BOCOG, I would like to express my congratulations on the successful conference and sincere gratitude to all the participants.

The World Conference on Sport and the Environment held in China for the first time has drawn a lot of attention from both home and abroad. The conference was well attended by more than 400 participants from the IOC, UNEP, related International Sports Federations (IFs), Organizing Committees of Turin, London and Vancouver, the World Health Organization (WHO), the World Bank, enterprise sponsors for Olympic Games, and experts and scholars in the international environment protection cycle, as well as from BOCOG and related government organs of China. The three-day event conducted three plenary meetings and eight forums, where the related topics were enthusiastically and productively discussed. The IOC President Mr. Jacques Rogge attended and addressed the opening ceremony cordially. This conference has fully demonstrated the great importance attached by the IOC and the international society to environment protection, and reflected the key position of environment protection in the evolvement of the Olympic Movement.

The BOCOG President Mr. Liu Qi pointed out in his speech at the opening ceremony that the Chinese government had attached great importance to environment protection and sustainable development which served as a solid guarantee for implementing “Green Olympics”. He said that supported by governmental departments at various levels, the Beijing Municipality and BOCOG was vigorously implementing “Green Olympics”, and he also briefed us on the efforts and achievements made in respect of the construction of Olympic environment and city environment as well as the tasks of further protecting the city’s ecological environment and the Olympic environment. He promised that Beijing would energetically carry out the 11th Five-year Plan for Environment Protection and Ecological Construction, and improve the city’s ecological environment on a full scale; would promote environment protection to create a good ecological environment for the Olympic Games; would seize the opportunity of preparing for the Olympic Games to facilitate the combination of sport and environment protection and promote the harmonious social and economic development. He wished to intensify cooperation with you and link sport and environment protection more closely to make a new contribution to the full development of human beings and the harmony between man and nature.

The conference achieved great success with the joint efforts made by all the parties attending the conference. Closely around the central theme of environment protection, the participants focused on the relationship of sports, environment and sustainable development, and further clarified the common responsibility on our shoulders. In the plenary meetings and forums, the participants thoroughly discussed topics such as “environmentally sustainable development in Olympic Games”, “Olympic Games and the environmental responsibility of enterprises” and “athletes in the sports as well as the environment protection”, etc. The IOC, the related IFs, enterprise sponsors and athletes gave unique insights, successful experiences and precious suggestions on the environmental legacy and the targets, projects and practice of environment protection in the sport games from their respective fields, which not only further enriched the connotation of sports, the environment and sustainable development, but also provided useful guidance for the organizers to implement the “Green Olympic” concept.

In the past few days, the participants paid visits to the construction sites of Olympic venues in Beijing, reviewed the environmental facilities for the venues and debriefed the report on environment protection by Beijing municipal government and BOCOG. UNEP released its independent evaluation report on the environment protection of the Beijing Olympic Games, which acknowledged the environmental efforts made by BOCOG and pointed out the actions to be improved as well. We have paid full attention to the evaluation report, and will study it further and make improvements accordingly.

We passed the Beijing Communiqué on Sport and the Environment with joint efforts made by all the parties attending the conference. The Beijing Communiqué sets the basic principles for us in terms of bringing the role and impact of sports into full play, reinforcing the publicity of environment protection, improving the awareness of environment protection, defining the plan of environment protection and taking the responsibility for environment protection. The Beijing Communiqué further clarifies the criteria of the sustainable development of Olympic Movement on the design and construction of venues,
the market cooperation of sport and environment, green products and green services, environmental legacies and the environment protection measures as well as their supervision in the sport games, which offer useful guidance to help the organizers make preparations to enhance the healthy development of Olympic Movement.

I have the confidence that the conference will play a more prominent role in the combination of sport and the environment, further improve the awareness of the international community on environment protection, promote the series joint actions towards global environment issues, and will make positive and far-reaching impacts on the development of sport and environment protection in China and the world. Under the guidance of the Beijing Communiqué, we will adhere to the concept of paying equal attention to both sport and environment protection, continuously explore the new approaches and measures as to how to promote each other between sport and environment protection to protect our common home. We will make sports play a more active role in improving people's lives and promoting sustainable social development, and leave abundant material and spiritual legacy for economic and social sustainable development.

After this conference, we will summarize the achievements and thoroughly study the comments and suggestions presented by our friends. With the full support of our government and people, and with the help of the IOC and international society, we will further put the plans into action, and accomplish the preparations by "Olympics and environment protection promoting each other". And we will host a highly successful Olympic Games of distinction and make contributions to the continual rejuvenating of Olympic Movement.

Dear friends, it's a great cause to jointly confront the global environment issues and pursue sustainable development, which will benefit the future generations. Let us make this conference a new starting point to further our communication and cooperation, and let us work together and make new contributions for a much better future.

Thank you!
4.13.2. Closing remarks by Mr Pál Schmitt

- 2 exciting days lie behind us.
- The title of this 7th conference on Sport and the Environment was “From Plan to Action”.
- Lots of successful actions that have already been undertaken have been presented to us during the conference and this sharing of experience and knowledge will undoubtedly help each of us in our own work.
- Most of the time these success stories have been a collaboration between different stakeholders – such as between sports organisations, NGOs and industry.
- Joining forces for a sustainable environment is crucial! We need to work together – as we have during this conference, which has brought so many different stakeholders together.
- Beyond this conference, there are many opportunities for different forms of collaboration at all levels – such as multi-stakeholder workshops of National Olympic Committees or International Federations, partnerships on local and regional levels, and so on.
- We all have to play our part in the global effort for a sustainable environment, in the global fight against climate change – that means everybody, everyday.
- We already know it and it was once again demonstrated many times during this conference: Sport reaches out to many people in the world and it is an excellent tool to educate – especially the young people – about respect for and the need for a sustainable environment.
- Sport, and in particular our athletes, need a healthy environment, but sport also needs to contribute to a sustainable environment, for example in the context of Olympic Games.
- A message that I know is being heard and acted upon not just in Beijing but also in Vancouver, London and Sochi.
- It is really about going from plan to action – in order to translate opportunities into concrete initiatives.
- I am optimistic that, once again, this conference has stimulated future partnerships and future activities in the field of the environment.
- It was great to see so much expertise, excellent written material, innovative ideas, fruitful discussions and potential for collaboration during the last 2 days.
- Thank you for your constructive work! Let the conference communiqué be a reminder for all of us to continue to do our utmost for sport and the environment in our day to day lives.
- My sincere thanks to the government of the People’s Republic of China, the Chinese Olympic Committee, the Beijing Organising Committee for the Games of the XXIX Olympiad – you have been wonderful hosts. I would also like to thank our longstanding partner, UNEP, for their support in the preparation of this conference.
- Thank you for you attention and I look forward to seeing you all again in Vancouver in 2009.
## 5. List of participants

<table>
<thead>
<tr>
<th>TITRE</th>
<th>NOM</th>
<th>PRÉNOM</th>
<th>ORGANISATION</th>
<th>GROUPE</th>
<th>FONCTION</th>
<th>TÉLÉPHONE</th>
<th>FAX</th>
<th>COURRIEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mr</td>
<td>ACCARINO</td>
<td>Robert</td>
<td>Abbott</td>
<td>Director Global Environmental Affairs</td>
<td>+1 847 937 4325</td>
<td>+1 847 937 9676</td>
<td><a href="mailto:Robert.Accarino@abbott.com">Robert.Accarino@abbott.com</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>AKUTSU</td>
<td>Atsushi</td>
<td>Asahi Shim bun China General Bureau</td>
<td>Journalist</td>
<td>+8610 6523 2804</td>
<td>+8610 6523 2704</td>
<td><a href="mailto:akutsu_all@asahi.com">akutsu_all@asahi.com</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>AL FARSI</td>
<td>Mohammed Khams</td>
<td>NOC</td>
<td>Member</td>
<td>+968 24799891</td>
<td>+968 24799892</td>
<td><a href="mailto:omannoc@omantel.net.om">omannoc@omantel.net.om</a></td>
<td></td>
</tr>
<tr>
<td>Dr.</td>
<td>AL-HAJARI</td>
<td>Saif Ali</td>
<td>Qatar Foundation</td>
<td>Vice Chairman</td>
<td>+974 4541542</td>
<td>+974 480 7087</td>
<td><a href="mailto:salhajari@qf.org.qa">salhajari@qf.org.qa</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>AL-SAYRAFI</td>
<td>Muhammad</td>
<td>Friend of Environment</td>
<td>Director</td>
<td>+974 48774731</td>
<td>+974 4877301</td>
<td><a href="mailto:cefdoha@qatar.net.qa">cefdoha@qatar.net.qa</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>ALAM</td>
<td>H. M. Sarwar</td>
<td>Home Rule Globally</td>
<td>Vice-President</td>
<td>+647 505 3267</td>
<td>+416 391 3267</td>
<td><a href="mailto:info@homeruleglobally.org">info@homeruleglobally.org</a></td>
<td></td>
</tr>
<tr>
<td>M.</td>
<td>AMSALEM</td>
<td>Bernard</td>
<td>NOC CNO de France</td>
<td>Vice Président</td>
<td>+33 1 4078 2800</td>
<td>+33 1 4078 28311</td>
<td><a href="mailto:bernard.amsalem@cg76.fr">bernard.amsalem@cg76.fr</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>ANASTASOPOULOS</td>
<td>Michail</td>
<td>RECOGNIZED ORGANIZATIONS AIO</td>
<td>Legal Advisor</td>
<td>+30 210 6878 828</td>
<td>+30 210 6878 840</td>
<td><a href="mailto:ioa-www@ath.forthnet.gr">ioa-www@ath.forthnet.gr</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>ANDERSEN</td>
<td>Dorthe Odderup</td>
<td>NOC</td>
<td>Head of Environment and Planning Department</td>
<td>+45 43 262 034</td>
<td>+45 43 262 980</td>
<td><a href="mailto:doa@dif.dk">doa@dif.dk</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>ANDERSON</td>
<td>William</td>
<td>IOC AGENCY ADIDAS</td>
<td>Head of Social &amp; environmental Affairs</td>
<td>+852 230 28 754</td>
<td></td>
<td><a href="mailto:William.Anderson@adidas-Group.com">William.Anderson@adidas-Group.com</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>ANTONIAK</td>
<td>Annette</td>
<td>OCOG</td>
<td>CEO &amp; President</td>
<td>+1 778 328 2010</td>
<td>+1 778 328 2011</td>
<td><a href="mailto:antonietti.antiokia@gov.bc.ca">antonietti.antiokia@gov.bc.ca</a>; <a href="mailto:Sarah.Albrecht@gov.bc.ca">Sarah.Albrecht@gov.bc.ca</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>ARIOTEDJO</td>
<td>Arie</td>
<td>NOC</td>
<td>Secretary General</td>
<td>+82 21 573 2205</td>
<td>+82 21 573 2416</td>
<td><a href="mailto:secgen@olympic.or.id">secgen@olympic.or.id</a></td>
<td></td>
</tr>
<tr>
<td>Dr</td>
<td>BAAR</td>
<td>Roland</td>
<td>IOC COMMISSION</td>
<td>Member</td>
<td>+495361991513</td>
<td>+4940751102152</td>
<td><a href="mailto:roland.baar@web.de">roland.baar@web.de</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>BADEUL</td>
<td>Jenitha</td>
<td>Opt of Environmental Affairs &amp; Tourism</td>
<td>Deputy Director</td>
<td>+27 12 322 3095</td>
<td>+27 12 222 58 90</td>
<td><a href="mailto:badul@deat.gov.za">badul@deat.gov.za</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>BALDERSTONE</td>
<td>Simon</td>
<td>IOC COMMISSION</td>
<td>Consultant</td>
<td>+61 2 99774578</td>
<td>+61 2 99774552</td>
<td><a href="mailto:simon@waysandweans.com.au">simon@waysandweans.com.au</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>BANAYE HISSEINE</td>
<td>Moussa</td>
<td>NOC</td>
<td>Advisor</td>
<td>+235 51 9919</td>
<td>+235 51 9919</td>
<td><a href="mailto:oic.tchadi@intnet.td">oic.tchadi@intnet.td</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>BEREZ</td>
<td>Laszlo</td>
<td>World Olympians Association</td>
<td>Director</td>
<td>+81 6 6577 6371</td>
<td>+81 6 6577 6385</td>
<td><a href="mailto:osaka@wooffice.org">osaka@wooffice.org</a></td>
<td></td>
</tr>
<tr>
<td>TITRE</td>
<td>NOM</td>
<td>PRÉNOM</td>
<td>ORGANISATION</td>
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<tr>
<td>Mr</td>
<td>BIAN</td>
<td>Changyong</td>
<td>China Business News</td>
<td>Reporter</td>
<td>+8610 5868 5705</td>
<td>+8610 5868 5615</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ms</td>
<td>BLASER</td>
<td>Andrea</td>
<td>University of Oregon</td>
<td>Graduate Student</td>
<td>+1 541 912 4888</td>
<td></td>
<td><a href="mailto:andreakblaser@gmail.com">andreakblaser@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>BOBULA</td>
<td>Juraj</td>
<td>NOC of Slovakia</td>
<td>Chairman of the commission « Sport &amp; Environment »</td>
<td>+421 2 4925 6101</td>
<td>+421 2 4925 6102</td>
<td><a href="mailto:nemeckova@olympic.sk">nemeckova@olympic.sk</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>BREVK</td>
<td>Tore Johan</td>
<td>IOC COMMISSION</td>
<td>Sport and Environment Commission</td>
<td>Member</td>
<td>+47 2 269 2371</td>
<td></td>
<td><a href="mailto:tore.brevik@chello.no">tore.brevik@chello.no</a></td>
</tr>
<tr>
<td>Mr</td>
<td>BROOKS</td>
<td>David</td>
<td>IOC PARTNER</td>
<td>The Coca-Cola Company</td>
<td>Vice President, General Manager Olympic Project Group 2008</td>
<td></td>
<td></td>
<td><a href="mailto:davidbrooks@apac.ko.com">davidbrooks@apac.ko.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>BROWN</td>
<td>Lawrence W.</td>
<td>RECOGNIZED ORGANIZATIONS</td>
<td>WFSIGI</td>
<td>Member</td>
<td>+1 978 689 3793</td>
<td>+1 978 946 4368</td>
<td><a href="mailto:lary.brown@newbalance.com">lary.brown@newbalance.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>BRUEMMER</td>
<td>Franz</td>
<td>German Olympic Sports Confederation</td>
<td>Sports Development Commission</td>
<td>+49 171 817 57 77</td>
<td>+49 711 747 230 / +49 69 67001351</td>
<td><a href="mailto:franz.bruemmer@gmx.de">franz.bruemmer@gmx.de</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>CAMERON</td>
<td>Michael</td>
<td>OCOG</td>
<td>VANOC 2010</td>
<td>Sustainability</td>
<td>+1 778 328 1262</td>
<td>+1 778 328 2011</td>
<td><a href="mailto:Linda-coady@vancouver2010.com">Linda-coady@vancouver2010.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>CAMERON</td>
<td>Lisa</td>
<td>Ministry for the Environment</td>
<td>Senior Operator</td>
<td>+64 3 365 92 65</td>
<td></td>
<td><a href="mailto:lisa.cameron@aucklandcity.govt.nz">lisa.cameron@aucklandcity.govt.nz</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>CAO</td>
<td>Zh'an</td>
<td>State Grid Corporation of China</td>
<td>Executive Vice President</td>
<td>+8610 6659 8143</td>
<td>+8610 6659 8777</td>
<td><a href="mailto:haijun-meng@sgcc.com.ch">haijun-meng@sgcc.com.ch</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>CARBONE</td>
<td>Enrico</td>
<td>IOC COMMISSION</td>
<td>Sport and Environment Commission</td>
<td>Member</td>
<td>+39 0636857929</td>
<td>+39 0636857943</td>
<td><a href="mailto:TecnicalInternazionale@coni.it">TecnicalInternazionale@coni.it</a></td>
</tr>
<tr>
<td>Mr</td>
<td>CASTELLANI</td>
<td>Valantino</td>
<td>OCOG</td>
<td>TOROC 2006</td>
<td>President</td>
<td></td>
<td></td>
<td><a href="mailto:valentino.castellani@arpnet.it">valentino.castellani@arpnet.it</a></td>
</tr>
<tr>
<td>Mr</td>
<td>CHAN</td>
<td>Jason</td>
<td>IOC</td>
<td>Ministry of Community Development, Youth and Sports</td>
<td>Sports Development Officer</td>
<td>+656354 8012</td>
<td>+656256 7250</td>
<td><a href="mailto:jason-chan@mcys.gov.sg">jason-chan@mcys.gov.sg</a></td>
</tr>
<tr>
<td>M.</td>
<td>CHEMINADE</td>
<td>Denis</td>
<td>NOC</td>
<td>CNO de France</td>
<td>Directeur de Mission d’aménagement du territoire et développement durable</td>
<td>+33 1 4078 2800</td>
<td>+33 1 4078 2834</td>
<td><a href="mailto:denisccheinade@cynosf.org">denisccheinade@cynosf.org</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>CHEN</td>
<td>Lucy</td>
<td>Edelman PR International</td>
<td>Account Director</td>
<td>++010 653 08590</td>
<td>++010 653 08766</td>
<td><a href="mailto:lucy.chen@edelman.com">lucy.chen@edelman.com</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>CHENG</td>
<td>Wing Gar</td>
<td>MEDIA</td>
<td>Bloomberg News</td>
<td>Reporter</td>
<td>+8610 6535 2311</td>
<td>+8610 6535 2361</td>
<td><a href="mailto:wgcheng@bloomberg.net">wgcheng@bloomberg.net</a></td>
</tr>
<tr>
<td>Ms</td>
<td>CHMIELEWSKI</td>
<td>Dawn</td>
<td>Los Angeles Times</td>
<td>Staff Reporter</td>
<td>+159 0149 6774</td>
<td></td>
<td>Dawn.Chmielewskiliatimes.com</td>
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<tr>
<td>Mr</td>
<td>CLARK</td>
<td>Andrew</td>
<td>Asia Works</td>
<td>Cameraman</td>
<td>+8613 6010 76602</td>
<td><a href="mailto:aclark@asiaworks.com">aclark@asiaworks.com</a></td>
<td></td>
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</tr>
<tr>
<td>Dr</td>
<td>COLLINS</td>
<td>Andrea</td>
<td>Cardiff University</td>
<td>RCUK Fellow</td>
<td>+44 29 208 76562</td>
<td>+44 29 208 76061</td>
<td><a href="mailto:collinsa@cardiff.ac.uk">collinsa@cardiff.ac.uk</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>CONG</td>
<td>Guang</td>
<td>Asahi Shimbun China General Bureau</td>
<td>Journalist</td>
<td>+8610 6523 2304</td>
<td>+8610 6523 2704</td>
<td><a href="mailto:suncongguang@yahoo.co.jp">suncongguang@yahoo.co.jp</a></td>
<td></td>
</tr>
<tr>
<td>Ms</td>
<td>CONRAD</td>
<td>Judith</td>
<td>NOC</td>
<td>NOC of Switzerland</td>
<td>Sport Manager</td>
<td>+41 31 359 71 33</td>
<td>+41 31 359 71 71</td>
<td><a href="mailto:judith.conrad@swissolympic.ch">judith.conrad@swissolympic.ch</a></td>
</tr>
<tr>
<td>Mr</td>
<td>CORDOVA</td>
<td>Pedro</td>
<td>NOC</td>
<td>NOC of Puerto Rico</td>
<td>President of Olympic Academy</td>
<td>+1 787 721 3208</td>
<td>+1 787 721 7875</td>
<td><a href="mailto:pjcordova@microjuris.com">pjcordova@microjuris.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>CUMMING</td>
<td>Philipp</td>
<td>OCGOG</td>
<td>LOCOG</td>
<td>Sustainability Manager</td>
<td>+44 203 2012 031</td>
<td>+44 203 2012 001</td>
<td><a href="mailto:phil.commung@london2012.com">phil.commung@london2012.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>DANIQUAH</td>
<td>Magnus Rex</td>
<td>IOC</td>
<td>Ghana 2008 ACN</td>
<td>Chief Operating Officer</td>
<td>+233 244 633 497</td>
<td>+233 21 232 901</td>
<td><a href="mailto:ricsconsult@yahoo.com">ricsconsult@yahoo.com</a></td>
</tr>
<tr>
<td>Ms</td>
<td>DAVIES</td>
<td>Giselle</td>
<td>IOC ADMINISTRATION</td>
<td>IOC Communications</td>
<td>Director</td>
<td>+41 21 621 61 11</td>
<td>+41 21 621 62 16</td>
<td><a href="mailto:christine.roger@olympic.org">christine.roger@olympic.org</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>DAVIS</td>
<td>Susan</td>
<td>IOC PARTNER</td>
<td>The Coca-Cola Company</td>
<td>Green Olympics Director</td>
<td>+8610 5861 0127</td>
<td></td>
<td><a href="mailto:sdavis@care.org">sdavis@care.org</a></td>
</tr>
<tr>
<td>Mr</td>
<td>DE BOURBON-PARME</td>
<td>Tristan</td>
<td>La Tribune</td>
<td>China Correspondent</td>
<td>+8610 6400 0007</td>
<td></td>
<td></td>
<td><a href="mailto:latribune_beijing@hotmail.com">latribune_beijing@hotmail.com</a></td>
</tr>
<tr>
<td>M.</td>
<td>DE GOYON</td>
<td>Jérôme</td>
<td>S2M – Sports Marketing</td>
<td>Business Director</td>
<td>+8610 8586 8206</td>
<td>+8610 8586 8236</td>
<td><a href="mailto:Jerome-degoyon@is2mgroup.com.cn">Jerome-degoyon@is2mgroup.com.cn</a></td>
<td></td>
</tr>
<tr>
<td>Dr</td>
<td>DE HEER</td>
<td>Julius</td>
<td>J. de Heer Consulting</td>
<td>+41 21 943 33 79</td>
<td>+41 21 943 33 17</td>
<td><a href="mailto:julesl@deheer.com">julesl@deheer.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>DE KOCK</td>
<td>Robert</td>
<td>RECOGNIZED ORGANIZATIONS</td>
<td>WFSGI</td>
<td>Secretary General</td>
<td>+41 21 612 61 61</td>
<td>+41 21 612 61 69</td>
<td><a href="mailto:info@wfsgi.org">info@wfsgi.org</a></td>
</tr>
<tr>
<td>Dr</td>
<td>DELPY-NEIROTTE</td>
<td>Lisa</td>
<td>The George Washington</td>
<td>Associate Professor</td>
<td>+1 301 440 8044</td>
<td>+1 202 994 1630</td>
<td><a href="mailto:wiosportlad@aol.com">wiosportlad@aol.com</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>DENG</td>
<td>Yaping</td>
<td>IOC COMMISSION</td>
<td>IOC Sport and Environment Commission</td>
<td>Member</td>
<td>+8610 8718 0666</td>
<td>+8610 8718 0666</td>
<td><a href="mailto:May@beijing-olympic.org.cn">May@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>M.</td>
<td>DENJEAN</td>
<td>Georges-Emmanuel</td>
<td>SUMMER IF</td>
<td>UCI</td>
<td>Cycling for All Coordinator</td>
<td>+41 24 468 58 11</td>
<td>+41 24 468 58 12</td>
<td><a href="mailto:georges-emmanuel.denjean@uci.ch">georges-emmanuel.denjean@uci.ch</a></td>
</tr>
<tr>
<td>HE</td>
<td>DHO</td>
<td>Young-Shim</td>
<td>UNWTO</td>
<td>UN WTO STEP Foundation</td>
<td>Chairperson, Board of Directors</td>
<td>+82 2 318 5005</td>
<td>+82 2 318 6005</td>
<td><a href="mailto:ysdho@mofat.go.kr">ysdho@mofat.go.kr</a></td>
</tr>
<tr>
<td>Mr</td>
<td>DIAMANTIDIS</td>
<td>Tony</td>
<td>Athens Environmental Foundation</td>
<td>Executive Director</td>
<td>+1 510 594 2020</td>
<td>+1 510 594 1100</td>
<td><a href="mailto:tonyd@athensenvironmental.org">tonyd@athensenvironmental.org</a></td>
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<td>TITRE</td>
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<tr>
<td>Ms DING</td>
<td>Meiyang</td>
<td></td>
<td>Ogilvy PR Worldwide</td>
<td></td>
<td>Assistant</td>
<td>+8610 8520 6385</td>
<td>+8610 8520 6600</td>
<td><a href="mailto:joelle_ding@ogilvy.com">joelle_ding@ogilvy.com</a></td>
</tr>
<tr>
<td>Mrs DUFFY</td>
<td>Ann</td>
<td>OCOG</td>
<td>VANOC 2010</td>
<td></td>
<td>Corporate Sustainability Officer</td>
<td>+1 778 328 2010</td>
<td>+1 778 328 2011</td>
<td><a href="mailto:Ann_Duffy@vancouver2010.com">Ann_Duffy@vancouver2010.com</a></td>
</tr>
<tr>
<td>Mr EBANKS</td>
<td>Carson</td>
<td>NOC</td>
<td>NOC of Cayman Islands</td>
<td></td>
<td>Secretary General</td>
<td>+1 345 949 6211 / +1 345 949 6984</td>
<td>+1 345 949 6382</td>
<td><a href="mailto:cioc@canw.ky">cioc@canw.ky</a></td>
</tr>
<tr>
<td>Mrs EMMANOUILIDOU</td>
<td>Aikaterini</td>
<td></td>
<td>Unesco Journalistes Hellas</td>
<td></td>
<td>Vice-President</td>
<td>+3569 3275 5008</td>
<td></td>
<td><a href="mailto:KEMMANOUILIDOU@GMAIL.COM">KEMMANOUILIDOU@GMAIL.COM</a></td>
</tr>
<tr>
<td>Mr FALT</td>
<td>Eric</td>
<td>IOC</td>
<td>UNEP</td>
<td></td>
<td>Director of Division of Communications and Public Information</td>
<td>+2542 762 3292</td>
<td>+2542 762 3692 / 4350 / 3927</td>
<td><a href="mailto:eric.falt@unep.org">eric.falt@unep.org</a></td>
</tr>
<tr>
<td>Mrs FAZEA</td>
<td>Nesrain A. Jabbar Saeed</td>
<td>NOC</td>
<td>NOC of Yemen</td>
<td></td>
<td></td>
<td>+967 1 472 771</td>
<td>+967 1 472 700</td>
<td>rassreen7@yahoocom; <a href="mailto:nocy.yemen@net.ye">nocy.yemen@net.ye</a>.</td>
</tr>
<tr>
<td>M. FELLU</td>
<td>Gilbert</td>
<td>IOC</td>
<td>IOC Olympic Games Department</td>
<td></td>
<td>Executive Director</td>
<td>+41 21 621 61 11</td>
<td>+41 21 621 62 16</td>
<td><a href="mailto:gilbert.feli@olympic.org">gilbert.feli@olympic.org</a></td>
</tr>
<tr>
<td>Mr FENDT</td>
<td>Josef</td>
<td>WINTER IF</td>
<td>FIL</td>
<td></td>
<td>President / IOC Sport &amp; Environment Commission Member</td>
<td>+49865266860</td>
<td>+49865266869</td>
<td><a href="mailto:staudinger@fili-uge.org">staudinger@fili-uge.org</a></td>
</tr>
<tr>
<td>Mr FENNEll</td>
<td>Michael S.</td>
<td>NOC</td>
<td>Commonwealth Games Federation</td>
<td></td>
<td>President</td>
<td>+1 876 927 3017</td>
<td>+1 876 946 0588</td>
<td><a href="mailto:mfennell@cwjamaica.com">mfennell@cwjamaica.com</a></td>
</tr>
<tr>
<td>Mr FERREIRA</td>
<td>Wayne</td>
<td></td>
<td>ECOLOBLUE</td>
<td></td>
<td>President</td>
<td>+13 6 716 753 61</td>
<td></td>
<td><a href="mailto:FerreiraW@EcoloBlue.com">FerreiraW@EcoloBlue.com</a></td>
</tr>
<tr>
<td>Mr FLOOR</td>
<td>Marcel</td>
<td></td>
<td>Embassy of the Kingdom of the Netherlands</td>
<td>Councillor Health, Welfare &amp; Sports</td>
<td>+8610 8532 0205</td>
<td>+8610 8532 0302</td>
<td><a href="mailto:pae-er@minbuza.nl">pae-er@minbuza.nl</a></td>
<td></td>
</tr>
<tr>
<td>Mrs FONG</td>
<td>Mei</td>
<td>MEDIA</td>
<td>Wall Street Journal</td>
<td></td>
<td>Journalist</td>
<td>+8610 6588 5848 ext 6</td>
<td></td>
<td><a href="mailto:mai.fong@wsj.com">mai.fong@wsj.com</a></td>
</tr>
<tr>
<td>Mrs FORREST</td>
<td>Denise</td>
<td>NOC</td>
<td>NOC of Jamaica</td>
<td></td>
<td>Member of Board</td>
<td>+1 876 927 3017</td>
<td>+1 876 946 0588</td>
<td><a href="mailto:nocjam@cwjamaica.com">nocjam@cwjamaica.com</a></td>
</tr>
<tr>
<td>Mr FOSS</td>
<td>Peter</td>
<td>IOC PARTNER</td>
<td>GE</td>
<td></td>
<td>General Manager</td>
<td>+1 203 373 2039</td>
<td></td>
<td><a href="mailto:peter.foss@ge.com">peter.foss@ge.com</a></td>
</tr>
<tr>
<td>Mr GAILLARD</td>
<td>Vincent</td>
<td>IOC PARTNER</td>
<td>The Coca-Cola Company</td>
<td></td>
<td>Deputy General Manager Olympic Project Leader</td>
<td>+8610 5861 0396</td>
<td></td>
<td><a href="mailto:vgaillard@apac.ko.com">vgaillard@apac.ko.com</a></td>
</tr>
<tr>
<td>Mr GEBREMARIAM</td>
<td>Berhanee</td>
<td>NOC</td>
<td>NOC of Eritrea</td>
<td></td>
<td>Secretary General</td>
<td>+291 1 120 762</td>
<td>+291 1 120 967</td>
<td><a href="mailto:noc@tse.com.er">noc@tse.com.er</a></td>
</tr>
<tr>
<td>Mr GERASHCHENKO</td>
<td>Volodymyr</td>
<td>NOC</td>
<td>NOC of Ukraine</td>
<td></td>
<td>Secretary General</td>
<td>+380 44 246 6426</td>
<td>+380 44 246 6233</td>
<td><a href="mailto:info@noc-ukr.org">info@noc-ukr.org</a></td>
</tr>
<tr>
<td>Mme GIRARD-SAVOY</td>
<td>Nicole</td>
<td>IOC</td>
<td>Administration</td>
<td></td>
<td>Olympic Solidarity</td>
<td>+41 21 621 61 11</td>
<td>+41 21 621 62 16</td>
<td><a href="mailto:nicole.girard_savoy@olympic.org">nicole.girard_savoy@olympic.org</a></td>
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<tr>
<td>M.</td>
<td>GNOMFAME</td>
<td>Zoumaro</td>
<td>IOC COMMISSION</td>
<td>Sport and</td>
<td>Member</td>
<td>+2282216659</td>
<td>+2282214546</td>
<td><a href="mailto:cnot@laposte.tg">cnot@laposte.tg</a></td>
</tr>
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<td></td>
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<td>Environment Commission</td>
<td>Environment</td>
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<tr>
<td>M.</td>
<td>GOLDENBERG</td>
<td>Alex</td>
<td>RECOGNIZED IF</td>
<td>FIM</td>
<td>Coordinateur</td>
<td>+41 22 950 95 00</td>
<td>+41 22 950 95 01</td>
<td><a href="mailto:cie@fim.ch">cie@fim.ch</a></td>
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<tr>
<td>Mrs</td>
<td>GONZALEZ</td>
<td>Carmen</td>
<td>MEDIA</td>
<td>Spain Intl</td>
<td>Journalist</td>
<td>+8610 6553 1198</td>
<td>+8610 6552 7861</td>
<td><a href="mailto:pekn@telefe.com">pekn@telefe.com</a></td>
</tr>
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<td>News Agency efe</td>
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<tr>
<td>M.</td>
<td>GORGEMANS</td>
<td>André Robert</td>
<td>RECOGNIZED ORGANIZATIONS</td>
<td>WFSGI</td>
<td>Former Secretary General</td>
<td>+41 21 612 61 61</td>
<td>+41 21 612 61 69</td>
<td><a href="mailto:sgorgemans@wfsgi.org">sgorgemans@wfsgi.org</a></td>
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<tr>
<td>Mme</td>
<td>GOURSIGUE</td>
<td>Marina</td>
<td>NOC</td>
<td>NDC of Haiti</td>
<td>Vice Secretary General</td>
<td>+509 246 1771</td>
<td>+509 246 2211</td>
<td><a href="mailto:mail@olympichaiti.org">mail@olympichaiti.org</a></td>
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<tr>
<td>Mr</td>
<td>GUSHARD</td>
<td>Philip R.</td>
<td>NOC</td>
<td>Bermuda</td>
<td>Executive Board Member</td>
<td>+1 441 297 0113</td>
<td>+1 441 297 8045</td>
<td><a href="mailto:pgushard@gmail.com">pgushard@gmail.com</a></td>
</tr>
<tr>
<td></td>
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<td>Olympic Association</td>
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<tr>
<td>Mr</td>
<td>GUO</td>
<td>Jianxin</td>
<td>RECOGNIZED ORGANIZATIONS</td>
<td>LI NING</td>
<td>Chief Officer</td>
<td>+010 67081108</td>
<td>+010 67085136</td>
<td><a href="mailto:jianxin.guo@li-ning.com.cn">jianxin.guo@li-ning.com.cn</a></td>
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<td>Sport Goods</td>
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<tr>
<td>Dr</td>
<td>HAJARI</td>
<td>Al</td>
<td>RECOGNIZED ORGANIZATIONS</td>
<td>The Craig</td>
<td></td>
<td>+1 248 988 9935</td>
<td>+1 248 988 9938</td>
<td><a href="mailto:acraig@ameritech.net">acraig@ameritech.net</a></td>
</tr>
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<td>Company LLC</td>
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<tr>
<td>Mr</td>
<td>HAMZA</td>
<td>Abdulmula</td>
<td>NOC</td>
<td>NDC of Libya</td>
<td>Member</td>
<td>+21 821 487 21 60</td>
<td>+21 821 487 02 66</td>
<td><a href="mailto:abdelhamza@gmail.com">abdelhamza@gmail.com</a></td>
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<tr>
<td>Mr</td>
<td>HANSEN</td>
<td>Nils-Christian Levin</td>
<td>NOC</td>
<td>NDC of Denmark</td>
<td>Executive Board Member</td>
<td>+45 45 840 094</td>
<td>+45 43 262 991</td>
<td><a href="mailto:nhid@dif.dk">nhid@dif.dk</a></td>
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<tr>
<td>Mr</td>
<td>HE</td>
<td>Yuan</td>
<td>RECOGNIZED ORGANIZATIONS</td>
<td>Athens</td>
<td>Director</td>
<td>+1 510 594 1000</td>
<td>+1 510 594 1100</td>
<td>emsechemicalsafety.com</td>
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<td>Environmental</td>
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<tr>
<td>Mr</td>
<td>HO</td>
<td>Mang Chi Matt</td>
<td>MEDIA</td>
<td>Hong Kong Commercial Broadcasting</td>
<td>Deputy Chief</td>
<td>+86135 110 65233</td>
<td>+8610 8532 2839</td>
<td><a href="mailto:christina@ehhk.com.hk">christina@ehhk.com.hk</a></td>
</tr>
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<td>Mr</td>
<td>HOCHFELD</td>
<td>Christian</td>
<td>RECOGNIZED ORGANIZATIONS</td>
<td>UNEP – Institute for applied ecology</td>
<td>Deputy Director</td>
<td>+4930 280 486 / 85</td>
<td>+4930 280 486 / 88</td>
<td><a href="mailto:c.hochfeld@oeko.de">c.hochfeld@oeko.de</a></td>
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<td>Ms</td>
<td>HONGMEI</td>
<td>Wang</td>
<td>MEDIA</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
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<tr>
<td>M.</td>
<td>HOROVITZ</td>
<td>Patrice</td>
<td>MEDIA</td>
<td>Sport et Vie</td>
<td>Journalist</td>
<td>+33 4 67 52 21 79</td>
<td>+33 95 52 66672</td>
<td><a href="mailto:patrictor@free.fr">patrictor@free.fr</a></td>
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<tr>
<td>Ms</td>
<td>HOWARD</td>
<td>Barrie</td>
<td>VISA</td>
<td>Vice-President</td>
<td></td>
<td>+8610 6539 1055</td>
<td>+8610 6539 1282</td>
<td><a href="mailto:barrie@visa.com">barrie@visa.com</a></td>
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<tr>
<td>Mrs</td>
<td>HUANG</td>
<td>Chiung-I</td>
<td>MEDIA</td>
<td>Chinese Taipei Olympic Committee</td>
<td>Deputy Secretary General</td>
<td>+8862 8771 1389</td>
<td>+8862 2781 2942</td>
<td><a href="mailto:gisellehuang@fpe-olympic.org.tw">gisellehuang@fpe-olympic.org.tw</a></td>
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</tr>
<tr>
<td>Mr</td>
<td>HULA</td>
<td>Ed</td>
<td>MEDIA</td>
<td>Around the Rings</td>
<td>Editor</td>
<td>+1 404 874 1603</td>
<td>+1 404 874 32 48</td>
<td><a href="mailto:ehula@aroundtherings.com">ehula@aroundtherings.com</a></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>TITRE</th>
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<th>TÉLÉPHONE</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Mr</td>
<td>HUTZLER</td>
<td>Charles</td>
<td>MEDIA</td>
<td>The Associated</td>
<td>Bureau Chief</td>
<td>+8610 6532</td>
<td>3559</td>
<td>+8610 6532 3419</td>
</tr>
<tr>
<td>Mrs</td>
<td>IMRE</td>
<td>Nazli</td>
<td>NOC</td>
<td>NOC of Turkey</td>
<td>Deputy Secretary General</td>
<td>+90212 560</td>
<td>07 07</td>
<td>+90212 560 00 55</td>
</tr>
<tr>
<td>Mr</td>
<td>INGBERGTSSEN</td>
<td>Roger</td>
<td>TROMSO 2018</td>
<td>Director of</td>
<td>Strategy and Communication</td>
<td>+4798541920</td>
<td></td>
<td>+4777666681</td>
</tr>
<tr>
<td>Mrs</td>
<td>IP</td>
<td>Lyn</td>
<td>IOC AGENCY</td>
<td>ADIDAS</td>
<td>Regional Manager</td>
<td>+852 230</td>
<td>28 754</td>
<td><a href="mailto:lyn.ip@adidas-group.com">lyn.ip@adidas-group.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>IREDALE</td>
<td>Andrew</td>
<td>University of</td>
<td>Undergraduate</td>
<td></td>
<td>+44 148435</td>
<td>8826</td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>ISAACS</td>
<td>Philip</td>
<td>NOC</td>
<td>NOC of Antigua</td>
<td>Chairman</td>
<td>+1 268 461</td>
<td>6727</td>
<td>+1 268 461 6727</td>
</tr>
<tr>
<td>Mr</td>
<td>IVANIS</td>
<td>Kresimir</td>
<td>NOC</td>
<td>NOC of Croatia</td>
<td>Chairman (Commission for Sport &amp; Environment)</td>
<td>+385 1 365</td>
<td>9666</td>
<td>+385 1 365 9600</td>
</tr>
<tr>
<td>Mr</td>
<td>JAIN</td>
<td>Gordo</td>
<td>Ministry of the</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Mr</td>
<td>JANKAUSKAS</td>
<td>Jonas Petras</td>
<td>NOC</td>
<td>NOC of Lithuania</td>
<td>Chairman</td>
<td>+370 686</td>
<td>1 3535</td>
<td>+370 5 278 0662</td>
</tr>
<tr>
<td>Mr</td>
<td>JASSON</td>
<td>Johnson</td>
<td>IOC COMMISSION</td>
<td>IOC Sport and Environment Commission</td>
<td>Member</td>
<td>+255741610789</td>
<td></td>
<td>+255222460010</td>
</tr>
<tr>
<td>Mrs</td>
<td>JAUNZEME</td>
<td>Vita</td>
<td>NOC</td>
<td>NOC of Latvia</td>
<td>Project Coordinator</td>
<td>+371 6728</td>
<td>2123</td>
<td>+371 6728 2123</td>
</tr>
<tr>
<td>Mr</td>
<td>JING</td>
<td>Cheng</td>
<td>OCOG</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400</td>
<td>9185</td>
<td>+8610 6400 9229</td>
</tr>
<tr>
<td>Mr</td>
<td>JING</td>
<td>Hui</td>
<td>WWF China</td>
<td>Communication</td>
<td>Director</td>
<td>+8610 6522</td>
<td>7100</td>
<td>+8610 65 22 73 00</td>
</tr>
<tr>
<td>Mr</td>
<td>JINGMIN</td>
<td>Liu</td>
<td>OCOG</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400</td>
<td>9185</td>
<td>+8610 6400 9229</td>
</tr>
<tr>
<td>M.</td>
<td>JORDAN</td>
<td>Richard</td>
<td>MEDIA</td>
<td>CONGO Committee on UN &amp; Sports</td>
<td>Chairman</td>
<td>+12125454169</td>
<td></td>
<td>+12127595893</td>
</tr>
<tr>
<td>Mrs</td>
<td>KABENGE</td>
<td>Penninah</td>
<td>NOC</td>
<td>NOC of Uganda</td>
<td>Representative</td>
<td>+256 772</td>
<td>40 30 86</td>
<td>+256 41 25 83 50</td>
</tr>
<tr>
<td>M.</td>
<td>KAKAKHEL</td>
<td>Shafqat</td>
<td>IOC</td>
<td>UNEP</td>
<td>Deputy Executive Director</td>
<td>+2542 762</td>
<td>4020 / 4021 / 4022</td>
<td>+2542 702 4020</td>
</tr>
<tr>
<td>Mr</td>
<td>KALLUA</td>
<td>Isaac P.</td>
<td>Green Africa</td>
<td>Foundation</td>
<td>Founder / Chairperson</td>
<td>+254 20248769</td>
<td></td>
<td>+254 248768</td>
</tr>
<tr>
<td>TITRE</td>
<td>NOM</td>
<td>PRÉNOM</td>
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<tr>
<td>Mr</td>
<td>KAWAGOE</td>
<td>Hajime</td>
<td>MEDIA</td>
<td>The Sankei Shimbun</td>
<td>Correspondent</td>
<td>+8610 6532 0837</td>
<td>+8610 6532 6732</td>
<td><a href="mailto:hajime@bb3.so-net.ne.jp">hajime@bb3.so-net.ne.jp</a></td>
</tr>
<tr>
<td>Mr</td>
<td>KAWATEI</td>
<td>Masahiro</td>
<td>Hakuhodo DY</td>
<td>Media patemers Inc.</td>
<td>Media Producer</td>
<td>+81 3 6218-9483</td>
<td>+81 3 6218 9485</td>
<td>masahiro.kawatei@<a href="mailto:hakuhodo@-media.co.jp">hakuhodo@-media.co.jp</a></td>
</tr>
<tr>
<td>Mr</td>
<td>KAZAVTSOPOULOS</td>
<td>George</td>
<td>IOC COMMISSION</td>
<td>IOC Sport and Environment Commission</td>
<td>Member</td>
<td>+306972004432</td>
<td>+302109240676</td>
<td>MORETHANGREEN#GMAIL.COM</td>
</tr>
<tr>
<td>Mr</td>
<td>KENSINGTON</td>
<td>Edward</td>
<td>IOC ADMINISTRATION</td>
<td>IOC</td>
<td>Project Officer</td>
<td>+41 21 621 6418</td>
<td>+41 21 621 62 16</td>
<td><a href="mailto:edward.kensington@olympic.org">edward.kensington@olympic.org</a></td>
</tr>
<tr>
<td>Mr</td>
<td>KHALTAR</td>
<td>Luvsan</td>
<td>NOC</td>
<td>NOC of Mongolia</td>
<td>EB Member</td>
<td>+976 11 345 285</td>
<td>+976 11 343 541</td>
<td><a href="mailto:noc@olympic.mn">noc@olympic.mn</a></td>
</tr>
<tr>
<td>Mr</td>
<td>KHANGATI</td>
<td>Alfred</td>
<td>NOC</td>
<td>NOC of Kenya</td>
<td>Vice President</td>
<td>+254 020 215 074</td>
<td>+254 020 245 481</td>
<td><a href="mailto:nock@iconnect.co.ke">nock@iconnect.co.ke</a></td>
</tr>
<tr>
<td>Mr</td>
<td>KHODAY</td>
<td>Kishan</td>
<td>UNDP</td>
<td></td>
<td>Assistant director</td>
<td>+8610 8532 2000</td>
<td></td>
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</tr>
<tr>
<td>Ms</td>
<td>KHOSHBAKHATI</td>
<td>Sepideh</td>
<td>NOC</td>
<td>NOC of the Islamic Republic of Iran</td>
<td>Member of Sport and Environment Commission</td>
<td>+98 21 8877 6404</td>
<td>+98 21 8877 7082</td>
<td><a href="mailto:sepideh_env@yahoo.com">sepideh_env@yahoo.com</a></td>
</tr>
<tr>
<td>M.</td>
<td>KIDANE</td>
<td>Fekrou</td>
<td>IAAF</td>
<td></td>
<td>Consultant</td>
<td>+33 1 4544 6466</td>
<td>+33 1 4544466</td>
<td><a href="mailto:fekroukidane@hotmail.com">fekroukidane@hotmail.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>KIM</td>
<td>Sang-Woo</td>
<td>NOC</td>
<td>NOC of Korea</td>
<td>Secretary General</td>
<td>+82 2 420 4213</td>
<td>+82 2 414 5583</td>
<td><a href="mailto:koc@sports.or.kr">koc@sports.or.kr</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>KIM</td>
<td>Nami</td>
<td>WINTER IF</td>
<td>IBU</td>
<td>Vice-President for Special Issues</td>
<td>+43 662 855 050</td>
<td>+43 662 8550 508</td>
<td><a href="mailto:biathlon@ibu.at">biathlon@ibu.at</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>KIM</td>
<td>MoonHee</td>
<td>NOC</td>
<td>2014 Incheon Asian Games OC</td>
<td>+82 2 734 22 11</td>
<td>+82 2 734 12 48</td>
<td><a href="mailto:anika9040@daum.net">anika9040@daum.net</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>KURI POPOVA</td>
<td>Miranda</td>
<td>NOC</td>
<td>NOC of Spain</td>
<td>Member of the Sport and Environmental Commission</td>
<td>+34 91 382 40 53</td>
<td>+34 91 381 96 39</td>
<td><a href="mailto:mkiuri@ucjc.edu">mkiuri@ucjc.edu</a></td>
</tr>
<tr>
<td>Mr</td>
<td>KLAGES</td>
<td>Andreas</td>
<td>NOC</td>
<td>NOC</td>
<td>Deputy Director Development of Sport</td>
<td>+49 69 67 00 351</td>
<td>+49 69 67001351</td>
<td><a href="mailto:klages@dodsba.de">klages@dodsba.de</a></td>
</tr>
<tr>
<td>Prof</td>
<td>KONDO</td>
<td>Yoshitaka</td>
<td>University of Tsukuba</td>
<td></td>
<td>Professor</td>
<td>+81 29 853 6341</td>
<td>+81 29 853 6341</td>
<td><a href="mailto:kondoo@taikku.tsukuba.ac.jp">kondoo@taikku.tsukuba.ac.jp</a></td>
</tr>
<tr>
<td>Mr</td>
<td>KONTOS</td>
<td>Mike</td>
<td>Hill &amp; Knowlton</td>
<td>Senior Vice President</td>
<td>+1 312 375 4742</td>
<td>+1 312 255 3025</td>
<td><a href="mailto:mkontos@hillandknowlton.com">mkontos@hillandknowlton.com</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>KUEHNLE</td>
<td>Dieter</td>
<td>IOC PARTNER</td>
<td>Daimler-Chrysler</td>
<td>Olympic Adviser</td>
<td>+49 6174 61 99 62</td>
<td>+49 6174 61 99 62</td>
<td><a href="mailto:DieterKuehnle@aol.com">DieterKuehnle@aol.com</a></td>
</tr>
<tr>
<td>Ms</td>
<td>LA PLANT</td>
<td>Lisa Ann</td>
<td>S.L. International Agenda</td>
<td>Consultant</td>
<td>+33 6 22 68 11 77</td>
<td>+33 1 46 24 06 55</td>
<td><a href="mailto:lisa.laplant@international-agenda.com">lisa.laplant@international-agenda.com</a></td>
<td></td>
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<tr>
<td>TITRE</td>
<td>NOM</td>
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<td>ORGANISATION</td>
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<tr>
<td>Mr</td>
<td>LAGGAO</td>
<td>S. A.</td>
<td>NOC</td>
<td>Member</td>
<td>+232 2 223 487</td>
<td>+232 2 224 007</td>
<td><a href="mailto:olympic@siermatel.sl">olympic@siermatel.sl</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>LANKESTER</td>
<td>Charles</td>
<td>Edelman PR International</td>
<td>Managing Director China</td>
<td>+8610 653 08590</td>
<td>+8610 653 08766</td>
<td><a href="mailto:Charles.Lankester@edelman.com">Charles.Lankester@edelman.com</a></td>
<td></td>
</tr>
<tr>
<td>Mlle</td>
<td>LARDARUCCIO CHOAIB</td>
<td>Ornella</td>
<td>IOC ADMINISTRATION</td>
<td>Project Assistant</td>
<td>+1 41 21 621 64 21</td>
<td>+1 4121 621 64 52</td>
<td><a href="mailto:ornella.lardaruccio@olympic.org">ornella.lardaruccio@olympic.org</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>LARSEN</td>
<td>John E.</td>
<td>RECOGNIZED ORGANIZATIONS</td>
<td>President</td>
<td>+1 617 746 22 00</td>
<td>+1 617 746 62 00</td>
<td><a href="mailto:john.larsen@newblance.com">john.larsen@newblance.com</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>LATOUR</td>
<td>Deirdre</td>
<td>IOC PARTNER</td>
<td>GE</td>
<td>Director, PR and Marketing Services</td>
<td>+1 203 373 2145</td>
<td><a href="mailto:Deirdre.latour@ge.com">Deirdre.latour@ge.com</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>LAU</td>
<td>Kelly</td>
<td>NOC</td>
<td>Director</td>
<td>+8610 5811 3282</td>
<td><a href="mailto:kelly.lau@nike.com">kelly.lau@nike.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>LAU</td>
<td>Christina</td>
<td>IOC PARTNER</td>
<td>The Coca-Cola Company</td>
<td>Director of External Affairs</td>
<td>+8610 5861 0396</td>
<td><a href="mailto:feifei@apac.ko.com">feifei@apac.ko.com</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>LAUTERWASSER</td>
<td>Erwin</td>
<td>WINTER IF</td>
<td>PIS</td>
<td>Environment Advisor</td>
<td>+49 7661 98 05 04</td>
<td>+49 7661 98 05 03</td>
<td><a href="mailto:e.lauterwasser@t-online.de">e.lauterwasser@t-online.de</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>LEE</td>
<td>Hyun Jung</td>
<td>NOC</td>
<td>2014 Incheon Asian Games OC</td>
<td>Former chief of Seoul Office</td>
<td>+82 2 734 22 11</td>
<td>+82 2 734 12 48</td>
<td><a href="mailto:hyunjungle@incheon.go.kr">hyunjungle@incheon.go.kr</a></td>
</tr>
<tr>
<td>Mr</td>
<td>LEWIS</td>
<td>Simon</td>
<td>WWF</td>
<td>Global Cities and 2012 Programme Manager</td>
<td>+44 20 7022 1821</td>
<td>+44 20 7022 1820</td>
<td><a href="mailto:slewis@wwf.org.uk">slewis@wwf.org.uk</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>LI</td>
<td>Lin</td>
<td>World Wide Fund for Nature</td>
<td>Head of Conservation Strategy</td>
<td>+8610 6522 7100</td>
<td>+8610 6522 7300</td>
<td><a href="mailto:LLi@wwfchina.org">LLi@wwfchina.org</a></td>
<td></td>
</tr>
<tr>
<td>Dr</td>
<td>LI</td>
<td>Jie</td>
<td>DaimlerChrysler Northwest Asia Ltd</td>
<td>Vice-President</td>
<td>+8610 6598 3401</td>
<td>+8610 6590 6684</td>
<td><a href="mailto:jie.li@daimlerchrysler.com">jie.li@daimlerchrysler.com</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>LI</td>
<td>Geoff</td>
<td>GE China</td>
<td>Director of Communications</td>
<td>+8610 6561 1166</td>
<td>+8610 6561 1521</td>
<td><a href="mailto:geoff.li@ge.com">geoff.li@ge.com</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>LI</td>
<td>Chan Juan</td>
<td>ASAHI SHIMBUN China General Bureau</td>
<td>Journalist</td>
<td>+8610 6523 2804</td>
<td>+8610 6523 2704</td>
<td><a href="mailto:asahi_bj@yahoo.com.cn">asahi_bj@yahoo.com.cn</a></td>
<td></td>
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<tr>
<td>Mr</td>
<td>LI</td>
<td>Xin</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
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<tr>
<td>Mr</td>
<td>LI</td>
<td>Shuo</td>
<td>Global Entrepreneur</td>
<td>Reporter</td>
<td>+8610 6400 7598</td>
<td>+8610 6400 4956</td>
<td></td>
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<tr>
<td>Mr</td>
<td>LI</td>
<td>Xiaoyi</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
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<tr>
<td>Mr</td>
<td>LI</td>
<td>Santung Sarah</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
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<tr>
<td>Mr</td>
<td>LIM</td>
<td>Chong Yew</td>
<td>NOC</td>
<td>NOC of Singapore</td>
<td>Secretary General</td>
<td>+65 6345 9273</td>
<td>+65 6345 9274</td>
<td><a href="mailto:edmundlim@snoc.org.sg">edmundlim@snoc.org.sg</a></td>
</tr>
<tr>
<td>Mr</td>
<td>LIU</td>
<td>Qi</td>
<td>OCOG</td>
<td>BOCOG 2008</td>
<td>President</td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Ms</td>
<td>LIU</td>
<td>Wei</td>
<td>Ogilvy PR Worldwide</td>
<td></td>
<td>Senior Associate</td>
<td>+8610 8530 6369</td>
<td>+8610 8520 6600</td>
<td><a href="mailto:vivi.liu@ogilvy.com">vivi.liu@ogilvy.com</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>LIU</td>
<td>Ellen</td>
<td>GE</td>
<td></td>
<td>Communications Manager</td>
<td>+8610 6561 1166</td>
<td>+8610 6561 1521</td>
<td><a href="mailto:ella.liul@ge.com">ella.liul@ge.com</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>LIU</td>
<td>Lisa</td>
<td>Insight Media Group</td>
<td></td>
<td>Anchor &amp; Chief Correspondent</td>
<td>+85228450737</td>
<td>+85225218742</td>
<td><a href="mailto:insight.medial@yahoo.com">insight.medial@yahoo.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>LIU</td>
<td>Jun</td>
<td>OCOG</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Mr</td>
<td>LIU</td>
<td>Frank</td>
<td>World Harmony Foundation</td>
<td></td>
<td>President</td>
<td>+1 212 490 2660</td>
<td>+1 212 490 2770</td>
<td><a href="mailto:ecofrank@gmail.com">ecofrank@gmail.com</a></td>
</tr>
<tr>
<td>M.</td>
<td>LO</td>
<td>Sze Ping</td>
<td>Greenpeace</td>
<td></td>
<td>Campaign &amp; communications</td>
<td>+8610 6554 6931</td>
<td>+8610 6554 6932</td>
<td><a href="mailto:ping.tolhk@greenpeace.org">ping.tolhk@greenpeace.org</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>LU</td>
<td>Cindy</td>
<td>Edelman PR International</td>
<td></td>
<td>Account Executive</td>
<td>+8610 653 08590</td>
<td>+8610 653 08766</td>
<td><a href="mailto:Cindy.lulu@edelman.com">Cindy.lulu@edelman.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>LUCIO</td>
<td>Antonio</td>
<td>NOC</td>
<td>NOC of Spain</td>
<td>Environment Committee</td>
<td>+34 618 76 71 79</td>
<td>+34 91 327 11 25</td>
<td><a href="mailto:alucio@gmail.com">alucio@gmail.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>LUCI</td>
<td>Antonio</td>
<td>NOC</td>
<td>NOC of Estonia</td>
<td>Head of Sport for All</td>
<td>+372 603 1500</td>
<td>+372 603 1501</td>
<td>peeterleeek.ee</td>
</tr>
<tr>
<td>Mrs</td>
<td>MA</td>
<td>Joanna</td>
<td>Edelman PR International</td>
<td></td>
<td>Account Manager</td>
<td>+8610 6530 8590</td>
<td>+8610 6530 8766</td>
<td><a href="mailto:Joanna.mail@edelman.com">Joanna.mail@edelman.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MAHAMOU</td>
<td>Mohamed</td>
<td>CNO des Comores</td>
<td></td>
<td>1st Vice-President</td>
<td>+269 320 252</td>
<td>+269 731 800</td>
<td><a href="mailto:elarif.cosic@comorestelecom.km">elarif.cosic@comorestelecom.km</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MALIK</td>
<td>Khalid</td>
<td>UNDP</td>
<td></td>
<td>UN Resident coordinator in China</td>
<td>+8610 8532 2000</td>
<td></td>
<td><a href="mailto:khalid.malik@undp.org">khalid.malik@undp.org</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MALKI</td>
<td>Joseph B.</td>
<td>Seven-Star Inc</td>
<td></td>
<td>Vice-President of Business Dev.</td>
<td>+1 828 252 9103</td>
<td>+1 828 254 4287</td>
<td><a href="mailto:vpi@sevenstarevents.com">vpi@sevenstarevents.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MANALE</td>
<td>Jacob</td>
<td>Opt of Environmental Affairs &amp; Tourism</td>
<td></td>
<td>Deputy Director</td>
<td>+27 12 310 3952</td>
<td>+27 12 322 58 90</td>
<td><a href="mailto:bmanale@deat.gov.za">bmanale@deat.gov.za</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MARTINEZ</td>
<td>Ramon</td>
<td>MEDIA</td>
<td>Spain Inti News Agency efe</td>
<td>Journalist</td>
<td>+8610 6553 1198</td>
<td>+8610 6552 7861</td>
<td><a href="mailto:pekin@efe.com">pekin@efe.com</a></td>
</tr>
<tr>
<td>TITRE</td>
<td>NOM</td>
<td>PRÉNOM</td>
<td>ORGANISATION</td>
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<tr>
<td>Mrs</td>
<td>MASAE</td>
<td>Mukai</td>
<td>World Olympians Association</td>
<td></td>
<td>Assistant</td>
<td>+81 6 6577 6371</td>
<td>+81 6 6577 6385</td>
<td><a href="mailto:osaka@woaoffice.org">osaka@woaoffice.org</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MASHISHI</td>
<td>Moss</td>
<td>NOC of South Africa</td>
<td></td>
<td>President</td>
<td>+27 11 483 3788</td>
<td>+27 11 483 2726</td>
<td><a href="mailto:info@sascoc.co.za">info@sascoc.co.za</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MASUMOTO</td>
<td>Naofumi</td>
<td>Tokyo Metropolitan University</td>
<td></td>
<td>Doctor, Professor</td>
<td>+81 42 677 2974</td>
<td>+81 42 677 2974</td>
<td><a href="mailto:naomasumoto@tmu.ac.jp">naomasumoto@tmu.ac.jp</a></td>
</tr>
<tr>
<td>Mme</td>
<td>METROPOLIT</td>
<td>Brenda</td>
<td>OCG</td>
<td>VANOC 2010</td>
<td>Director of Sustainability, Environment Canada</td>
<td>+1 778 328 2010</td>
<td>+1 778 328 2011</td>
<td><a href="mailto:brenda.metropolit@ic.gc.ca">brenda.metropolit@ic.gc.ca</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MIGLIETTI</td>
<td>Roberto</td>
<td>NOC</td>
<td>NOC of Uruguay</td>
<td>Member</td>
<td>+5982 902 07 81</td>
<td>+5982902 61 55</td>
<td>coukadinet.com.uy</td>
</tr>
<tr>
<td>Mr</td>
<td>MINGDE</td>
<td>Tu</td>
<td>OCGO</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MIRZOYAN</td>
<td>Anzhik</td>
<td>NOC</td>
<td>NOC of Armenia</td>
<td>Chief Expert</td>
<td>+374 10 52 84 14</td>
<td>+374 10 545 789</td>
<td><a href="mailto:armnoc@arminco.com">armnoc@arminco.com</a></td>
</tr>
<tr>
<td>Dr</td>
<td>MITCHELL</td>
<td>Robin E.</td>
<td>IOC</td>
<td>IOC</td>
<td>Member</td>
<td>+679 3302 140</td>
<td>+679 3302 082</td>
<td><a href="mailto:rmitchell@connect.com.fj">rmitchell@connect.com.fj</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MIZUGUCHI</td>
<td>Satoru</td>
<td>Hakuhodo Inc.</td>
<td></td>
<td>Corporate Communication Director</td>
<td>+81 3 5446 7153</td>
<td>+81 3 5446 6543</td>
<td><a href="mailto:satoru.mizuguchi@hakuhodo.co.jp">satoru.mizuguchi@hakuhodo.co.jp</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MIZUNO</td>
<td>Masato</td>
<td>IOC SUPPLIER</td>
<td>MIZUNO Corporation</td>
<td>Chairman of the Board</td>
<td>+81 3 3233 7001</td>
<td>+81 3 3233 7216</td>
<td><a href="mailto:mpmizuno@mizuno.co.jp">mpmizuno@mizuno.co.jp</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MOSIN</td>
<td>Dmitry</td>
<td>OCG</td>
<td>SOCHI 2014</td>
<td>Director of Strategic Planning</td>
<td>+7 495 739 4649</td>
<td>+7 495 739 4649</td>
<td><a href="mailto:mosin@sochi2014.com">mosin@sochi2014.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>MYHRVOLD</td>
<td>Arne</td>
<td>NOC</td>
<td>NOC of Norway</td>
<td></td>
<td>+47 41921 000</td>
<td>+47 66794 110</td>
<td><a href="mailto:a.myhrvold@online.no">a.myhrvold@online.no</a></td>
</tr>
<tr>
<td>Mr</td>
<td>NAKAYAMA</td>
<td>Tetsuo</td>
<td>NOC</td>
<td>NOC of Japan</td>
<td>Manager</td>
<td>+81 3 3481 2286</td>
<td>+81 3 3481 0977</td>
<td><a href="mailto:nakayama_sing@yahoo.co.jp">nakayama_sing@yahoo.co.jp</a></td>
</tr>
<tr>
<td>Mr</td>
<td>NDLOVU</td>
<td>Ike</td>
<td>2010 FIFA World Cup</td>
<td></td>
<td>Environment Coordinator</td>
<td>+271115672021</td>
<td>+271114943161</td>
<td><a href="mailto:ike.ndlovu@2010saloc.com">ike.ndlovu@2010saloc.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>NG</td>
<td>Ser Miang</td>
<td>IOC</td>
<td>IOC Executive Board</td>
<td>Member</td>
<td>+6563246288</td>
<td>+6563464953</td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>NG’ITU</td>
<td>Somoe</td>
<td>NOC</td>
<td>NOC of the United Republic of Tanzania</td>
<td>Journalist</td>
<td>+255 22 276 0035</td>
<td>+255 22 276 0033</td>
<td><a href="mailto:banolympic@hjaha.com">banolympic@hjaha.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>NIEDERMEYER</td>
<td>Edward</td>
<td>University of Oregon</td>
<td></td>
<td>Undergraduate Student</td>
<td>+1 541 520 5622</td>
<td></td>
<td><a href="mailto:edward.niedermeyer@gmail.com">edward.niedermeyer@gmail.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>NING</td>
<td>Li</td>
<td>OCGO</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
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<tr>
<td>Ms</td>
<td>NISHIDA</td>
<td>Yuko</td>
<td>Tokyo Metropolitan Government</td>
<td>Planner</td>
<td>+81 3 5388 1377</td>
<td>+81 3 5388 3428</td>
<td>+81 3 5388 1377</td>
<td><a href="mailto:kosuke-matsuoka@member.metro.tokyo.jp">kosuke-matsuoka@member.metro.tokyo.jp</a></td>
</tr>
<tr>
<td>Mr</td>
<td>NNAJI</td>
<td>Jonathan</td>
<td>NOC</td>
<td>NDC of Nigeria</td>
<td>1st Vice-President</td>
<td>+234 1 585 0529</td>
<td>+234 1 585 0530</td>
<td>+234 1 585 0529</td>
</tr>
<tr>
<td>Mrs</td>
<td>NOSSIO</td>
<td>Petra</td>
<td>NOC</td>
<td>NDC of Croatia</td>
<td>Marketing Assistant</td>
<td>+385 1 365 9666</td>
<td>+385 1 365 9600</td>
<td>+385 1 365 9666</td>
</tr>
<tr>
<td>M.</td>
<td>NUZMAN</td>
<td>Carlos Arthur</td>
<td>IOC</td>
<td>IOC</td>
<td>Member</td>
<td>+65 21 3433 5774</td>
<td>+65 21 2494 2091</td>
<td>+65 21 3433 5774</td>
</tr>
<tr>
<td>Mr</td>
<td>O’GORMAN</td>
<td>Dermot</td>
<td>WWF China</td>
<td>Country Representative</td>
<td>+8610 6522 7100</td>
<td>+8610 6522 7300</td>
<td>+8610 6522 7100</td>
<td><a href="mailto:dogorman@wwfchina.org">dogorman@wwfchina.org</a></td>
</tr>
<tr>
<td>Mr</td>
<td>OBEN</td>
<td>Theodore</td>
<td>IOC</td>
<td>UNEP</td>
<td>Chief of Outreach Unit of Division of Communications and Public Information</td>
<td>+2542 162 3262</td>
<td>+2542 762 3642 / ext. 4350 / 3927</td>
<td><a href="mailto:theodore.oben@unep.org">theodore.oben@unep.org</a></td>
</tr>
<tr>
<td>Or</td>
<td>ODERA</td>
<td>Elizabeth</td>
<td>IOC</td>
<td>Sadili Oval</td>
<td>+2542 060 9046</td>
<td>+2542 060 9046</td>
<td>+2542 060 9046</td>
<td><a href="mailto:malezi@wananchi.com">malezi@wananchi.com</a></td>
</tr>
<tr>
<td>M.</td>
<td>OGi</td>
<td>Adolf</td>
<td>United Nations</td>
<td>UN</td>
<td>Special Advisor</td>
<td>+41 22 917 12 76</td>
<td>+41 22 917 07 12</td>
<td>+41 22 917 12 76</td>
</tr>
<tr>
<td>Mr</td>
<td>OGUTU</td>
<td>Edgar</td>
<td>Mathare Youth Sports Association</td>
<td>Project Officer</td>
<td>+254 725 54 62 23</td>
<td>+254 725 54 62 23</td>
<td>+254 725 54 62 23</td>
<td><a href="mailto:edsaml82@yahoo.com">edsaml82@yahoo.com</a></td>
</tr>
<tr>
<td>Ms</td>
<td>OKONDOMIDOU</td>
<td>Alexandra</td>
<td>Ogilvy PR Worldwide</td>
<td>Head, Director</td>
<td>+8610 8520 6385</td>
<td>+8610 8520 6600</td>
<td>+8610 8520 6385</td>
<td><a href="mailto:alexandra.okonomidou@ogilvy.com">alexandra.okonomidou@ogilvy.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>OKADA</td>
<td>Tatsuo</td>
<td>Global Sport Alliance</td>
<td>Executive Director</td>
<td>+81 3 6419 2900</td>
<td>+81 3 6419 2877</td>
<td>+81 3 6419 2900</td>
<td><a href="mailto:iijima@gsa.or.jp">iijima@gsa.or.jp</a></td>
</tr>
<tr>
<td>Mr</td>
<td>ONO</td>
<td>Wataru</td>
<td>PREC Institute Inc.</td>
<td>Section Manager</td>
<td>+81 3 5226 1106</td>
<td>+81 3 5226 1114</td>
<td>+81 3 5226 1106</td>
<td><a href="mailto:ono@prec.co.jp">ono@prec.co.jp</a></td>
</tr>
<tr>
<td>M.</td>
<td>OSORIO</td>
<td>Carlos Roberto</td>
<td>NOC</td>
<td>NDC of Brazil</td>
<td>International Relations Director</td>
<td>+55 21 3435 5773</td>
<td>+55 21 2494 2091</td>
<td>+55 21 3435 5773</td>
</tr>
<tr>
<td>Mrs</td>
<td>OSTOJIC</td>
<td>Bozana</td>
<td>NOC</td>
<td>NDC of Serbia and Montenegro</td>
<td>President Sport &amp; Environment Commission</td>
<td>+381 11 367 1574</td>
<td>+381 11 367 1887</td>
<td>+381 11 367 1574</td>
</tr>
<tr>
<td>Mr</td>
<td>OTSU</td>
<td>Katsuya</td>
<td>Global Sport Alliance</td>
<td>+81 3 6419 2900</td>
<td>+81 3 6419 2877</td>
<td>+81 3 6419 2900</td>
<td><a href="mailto:iijima@gsa.or.jp">iijima@gsa.or.jp</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>PARKER</td>
<td>Brian</td>
<td>International Orienteering Federation</td>
<td>Chairman of Environment Commission</td>
<td>+358934813112</td>
<td>+358934813112</td>
<td>+358934813112</td>
<td>cfforienteering.org</td>
</tr>
<tr>
<td>M.</td>
<td>PASINI</td>
<td>Giancarlo</td>
<td>RECOGNIZED IF FIM</td>
<td>President de la CIE</td>
<td>+39 054128795</td>
<td>+39 054128795</td>
<td>+39 054128795</td>
<td><a href="mailto:pasinjust@libero.it">pasinjust@libero.it</a></td>
</tr>
<tr>
<td>Mr</td>
<td>PILARD</td>
<td>Christian</td>
<td>ECO-SYS</td>
<td>Managing Director</td>
<td>+852 2513 5930</td>
<td>+852 2886 1651</td>
<td>+852 2513 5930</td>
<td><a href="mailto:concept@val.net">concept@val.net</a></td>
</tr>
<tr>
<td>TITRE</td>
<td>NOM</td>
<td>PRÉNOM</td>
<td>ORGANISATION</td>
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<tr>
<td>M.</td>
<td>PLAN</td>
<td>Jerome</td>
<td>MEDIA</td>
<td></td>
<td></td>
<td>+86 13 671 271 649</td>
<td></td>
<td><a href="mailto:plan@hikarigroup.com">plan@hikarigroup.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>POLLERT</td>
<td>Jaroslav</td>
<td>NOC</td>
<td>NOC of the Czech Republic</td>
<td>Member</td>
<td>+420 271 730 622</td>
<td>+420 271 731 318</td>
<td><a href="mailto:tomisava@olmypic.cz">tomisava@olmypic.cz</a></td>
</tr>
<tr>
<td>Ms</td>
<td>QIANG</td>
<td>Wei</td>
<td>Ogilvy PR Worldwide</td>
<td>Director</td>
<td>+8610 8520 6363</td>
<td>+8610 8520 6600</td>
<td><a href="mailto:wei.qiang@ogilvy.com">wei.qiang@ogilvy.com</a></td>
<td></td>
</tr>
<tr>
<td>M.</td>
<td>QUEGUINER</td>
<td>Olivier</td>
<td>SUMMER IF</td>
<td>UCI</td>
<td>Manager</td>
<td>+41 24 468 58 11</td>
<td>+41 24 468 58 12</td>
<td><a href="mailto:olivier.queguiner@uci.ch">olivier.queguiner@uci.ch</a></td>
</tr>
<tr>
<td>Mr</td>
<td>RASHID</td>
<td>Gulam A.</td>
<td>NOC</td>
<td>NOC of the United Republic of Tanzania</td>
<td>President</td>
<td>+255 22 276 0035</td>
<td>+255 22 276 0033</td>
<td><a href="mailto:tanolympic@raha.com">tanolympic@raha.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>REIKELETSENG</td>
<td>Solly</td>
<td>NOC</td>
<td>NOC of Botswana</td>
<td>Publicity Secretary</td>
<td>+267 391 8944</td>
<td>+267 391 8907</td>
<td><a href="mailto:bno@info.bw">bno@info.bw</a></td>
</tr>
<tr>
<td>Mr</td>
<td>RENOOSTO</td>
<td>Jorge</td>
<td>NOC</td>
<td>NOC of Argentina</td>
<td>Member</td>
<td>+54 11 4812 0171</td>
<td>+54 11 4814 4128</td>
<td><a href="mailto:coarg@libertel.com.ar">coarg@libertel.com.ar</a></td>
</tr>
<tr>
<td>Mr</td>
<td>REVELLINO</td>
<td>Paolo</td>
<td>UNEP</td>
<td></td>
<td>Consultant of Division of Communications and Public Information</td>
<td>+254 728 858414</td>
<td>+2542 762 4350 ext. 927</td>
<td><a href="mailto:revellino@gmail.com">revellino@gmail.com</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>REVILOUD ROJAS</td>
<td>Marcella Raquel</td>
<td>NOC</td>
<td>NOC of Chile</td>
<td>Director</td>
<td>+56 9 232 00 24</td>
<td>+56 2 222 62 85</td>
<td><a href="mailto:mreviloud@gmail.com">mreviloud@gmail.com</a> / <a href="mailto:marcelar@coco.cl">marcelar@coco.cl</a></td>
</tr>
<tr>
<td>Mr</td>
<td>RICKETTS</td>
<td>Tom</td>
<td>NOC</td>
<td>NOC of Fiji</td>
<td>Executive Chairman</td>
<td>+679 331 2177</td>
<td>+679 330 40 87</td>
<td><a href="mailto:tv@fijisportscouncil.com.fj">tv@fijisportscouncil.com.fj</a></td>
</tr>
<tr>
<td>Mr</td>
<td>RILEY</td>
<td>Alexander</td>
<td>NOC</td>
<td>NOC of Saint Kitts and Nevis</td>
<td>Senior Environmental Health Officer</td>
<td>+869 465 6601</td>
<td>+869 465 8321</td>
<td><a href="mailto:sknoc@sisterisles.kn">sknoc@sisterisles.kn</a></td>
</tr>
<tr>
<td>M.</td>
<td>ROCH</td>
<td>René</td>
<td>SUMMER IF</td>
<td>FIE</td>
<td>President</td>
<td>+41 21 320 31 15</td>
<td>+41 21 320 31 16</td>
<td><a href="mailto:fte.m@wanadoo.fr">fte.m@wanadoo.fr</a></td>
</tr>
<tr>
<td>M.</td>
<td>ROGGE</td>
<td>Jacques</td>
<td>IOC</td>
<td>IOC</td>
<td>President</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Mme</td>
<td>RUSHWAYA</td>
<td>Henrietta</td>
<td>Zimbabwe Football Association</td>
<td></td>
<td></td>
<td>+263 4798 626</td>
<td></td>
<td><a href="mailto:rushwaya2004@yahoo.co.uk">rushwaya2004@yahoo.co.uk</a></td>
</tr>
<tr>
<td>Mr</td>
<td>SABEY</td>
<td>Steven</td>
<td>UN Resident Coordinator Office China</td>
<td>Policy Co-ordination Advisor</td>
<td></td>
<td>+8610 8532 0710</td>
<td>+8610 8532 0900</td>
<td><a href="mailto:steven.sabey@undp.org">steven.sabey@undp.org</a></td>
</tr>
<tr>
<td>Mr</td>
<td>SABHARWAL</td>
<td>Sunil</td>
<td>IOC COMMISSION</td>
<td>IOC Sport and Environment Commission</td>
<td>Member</td>
<td>+44 20 7664 7908</td>
<td>+44 20 7431 7274</td>
<td><a href="mailto:sunil.sabharwal@firstdata.com">sunil.sabharwal@firstdata.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>SAKAI</td>
<td>Tatsuro</td>
<td>Hakuhodo Inc.</td>
<td>Account Manager</td>
<td>+81 3 5446 4167</td>
<td>+81 3 5445 4514</td>
<td>tatsu. <a href="mailto:sakai@hakuhodo.co.jp">sakai@hakuhodo.co.jp</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>SANO</td>
<td>Kazuo</td>
<td>NOC</td>
<td>NOC of Japan</td>
<td>Vice Chairman Sport and Environment Commission</td>
<td>+81 3 3481 2313</td>
<td>+81 3 3481 0977</td>
<td><a href="mailto:gin-noc@ioc.or.jp">gin-noc@ioc.or.jp</a></td>
</tr>
<tr>
<td>TITRE</td>
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<td>PRÉNOM</td>
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<tr>
<td>Ms SASAKI</td>
<td>Midori</td>
<td></td>
<td>BID-CITY 2016</td>
<td>Tyson 2016</td>
<td>Promotion Office</td>
<td>+81 3 5388 2863</td>
<td>+81 3 5388 1224</td>
<td><a href="mailto:Midori.1_Sasaki@member.metro.tokyo.jp">Midori.1_Sasaki@member.metro.tokyo.jp</a></td>
</tr>
<tr>
<td>Mr SASSER</td>
<td>Terry</td>
<td></td>
<td>NOC</td>
<td>NOC of Marshall</td>
<td>Secretary General</td>
<td>+692 528 2252 ext. 2404</td>
<td>+692 528 2253</td>
<td><a href="mailto:rmil@missionpacific.org">rmil@missionpacific.org</a></td>
</tr>
<tr>
<td>Mrs SAYER</td>
<td>Jill</td>
<td></td>
<td>USOC</td>
<td>Member</td>
<td></td>
<td>+1 719 200 4907</td>
<td></td>
<td><a href="mailto:jill.savery@olympian.org">jill.savery@olympian.org</a></td>
</tr>
<tr>
<td>Mr SCHEARE</td>
<td>Daniel</td>
<td></td>
<td>Global Radio News</td>
<td>Correspondent</td>
<td></td>
<td>+86 1391 0662 327</td>
<td>+8610 6532 3920</td>
<td><a href="mailto:dscheart@yahoo.com">dscheart@yahoo.com</a></td>
</tr>
<tr>
<td>Mr SCHMITT</td>
<td>Pål</td>
<td></td>
<td>IOC</td>
<td>IOC Member</td>
<td></td>
<td>+361 386 8000</td>
<td>+361 386 9670</td>
<td><a href="mailto:pal.schmidt@ioc.olympic.org">pal.schmidt@ioc.olympic.org</a></td>
</tr>
<tr>
<td>Mrs SCHNEIDER</td>
<td>J. Helen</td>
<td></td>
<td>Uniplan</td>
<td>Global Project Lead, 2008 Beijing Summer Olympics</td>
<td></td>
<td>+49 2237 509120</td>
<td></td>
<td><a href="mailto:h.schneider@uniplan.com">h.schneider@uniplan.com</a></td>
</tr>
<tr>
<td>Mr SCHORMANN</td>
<td>Klaus</td>
<td></td>
<td>SUMMER IF</td>
<td>UIPM President</td>
<td></td>
<td>+49 60713035280</td>
<td>+49 60713035281</td>
<td>/ipm@pentathlon.org</td>
</tr>
<tr>
<td>Mr SCHULTZ-THOLEN</td>
<td>Michael</td>
<td></td>
<td>RECOGNIZED IF</td>
<td>FIP Honorary Secretary General</td>
<td></td>
<td>+8889 64 28 08 80</td>
<td>+8889 64 28 08 81</td>
<td><a href="mailto:mschultz-tholen@tt-online.de">mschultz-tholen@tt-online.de</a></td>
</tr>
<tr>
<td>Mr SELIM</td>
<td>Amr</td>
<td></td>
<td>NOC</td>
<td>NOC of Turkmenistan</td>
<td>Manager International Relation</td>
<td>+993 12 361 309</td>
<td>+993 12 363 327</td>
<td><a href="mailto:noctkm@online.tm">noctkm@online.tm</a></td>
</tr>
<tr>
<td>Mr SEPIDEH</td>
<td>Khosbakhht</td>
<td></td>
<td>NOC of Iran</td>
<td>Member Environment Commission</td>
<td></td>
<td>+9821 8877 6404</td>
<td>+9821 8877 7082</td>
<td><a href="mailto:sepideh-cn@yahoo.com">sepideh-cn@yahoo.com</a></td>
</tr>
<tr>
<td>Mr SHALYKHOVA</td>
<td>Humay</td>
<td></td>
<td>NOC</td>
<td>NOC of Turkmenistan</td>
<td>Manager International Relation</td>
<td>+993 12 361 309</td>
<td>+993 12 363 327</td>
<td><a href="mailto:noctkm@online.tm">noctkm@online.tm</a></td>
</tr>
<tr>
<td>Mr SHAREEF</td>
<td>Mohamed</td>
<td></td>
<td>NOC</td>
<td>NOC of Matdives</td>
<td>Secretary General</td>
<td>+860 322 2443</td>
<td>+860 323 3972</td>
<td><a href="mailto:noc@themaldives.com">noc@themaldives.com</a></td>
</tr>
<tr>
<td>Mr SHI</td>
<td>Hanmin</td>
<td></td>
<td>OCOG</td>
<td>NOC of Maldives</td>
<td>Secretary General</td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Mr SHINOZUKA</td>
<td>Nobuaki</td>
<td></td>
<td>MEDIA</td>
<td>Nippon Hosokyo</td>
<td>Senior Producer</td>
<td>+8610 6532 1251</td>
<td>+8610 6532 2943</td>
<td><a href="mailto:shinsuzuka@nhkbj.com">shinsuzuka@nhkbj.com</a></td>
</tr>
<tr>
<td>Mr SHULGAMI</td>
<td>Naserdin</td>
<td></td>
<td>NOC</td>
<td>NOC of Sudan / Sport &amp; Environment</td>
<td>President</td>
<td>+249 83 77 84 37</td>
<td>+249 83 77 45 14</td>
<td><a href="mailto:NASIRKO.123@yahoo.com">NASIRKO.123@yahoo.com</a></td>
</tr>
<tr>
<td>Mr SITHOLE</td>
<td>Tomas A.</td>
<td></td>
<td>IOC</td>
<td>IOC International Cooperation and Development</td>
<td>Director</td>
<td>+41 21 621 6111</td>
<td>+41 21 621 62 16</td>
<td><a href="mailto:tomas.sithole@olympic.org">tomas.sithole@olympic.org</a></td>
</tr>
<tr>
<td>Mr SOMENO</td>
<td>Kenji</td>
<td></td>
<td>NOC</td>
<td>NOC of Mat골스주</td>
<td>Secretary General</td>
<td>+813 5521 8341</td>
<td>+813 3504 1634</td>
<td><a href="mailto:kenji.someno@env.go.jp">kenji.someno@env.go.jp</a></td>
</tr>
<tr>
<td>Mr STONE</td>
<td>Kenneth</td>
<td></td>
<td>Olympic volunteer</td>
<td>Volunteer</td>
<td></td>
<td>+1 204 986 6716</td>
<td></td>
<td><a href="mailto:kstone1833@hotmail.com">kstone1833@hotmail.com</a></td>
</tr>
<tr>
<td>TITRE</td>
<td>NOM</td>
<td>PRÉNOM</td>
<td>ORGANISATION</td>
<td>GROUPE</td>
<td>FONCTION</td>
<td>TÉLÉPHONE 1</td>
<td>TÉLÉPHONE 2</td>
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<tr>
<td>Mr</td>
<td>STUBBS</td>
<td>David</td>
<td>OCOG</td>
<td>LOCOG 2012</td>
<td>Head of Environment and Sustainable Development</td>
<td>+44 203 2012 000</td>
<td>+44 203 2012 001</td>
<td>XX</td>
</tr>
<tr>
<td>Mrs</td>
<td>SU</td>
<td>Xiaowei</td>
<td>WWF China</td>
<td></td>
<td>Consultant</td>
<td>+8610 6522 7100</td>
<td>+8610 6522 7300</td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>SUGIMOTO</td>
<td>Hiroshi</td>
<td>The Asahi Shimbun</td>
<td></td>
<td>Deputy Manager, Beijing Olympic Project Office</td>
<td>+81355418257</td>
<td>+81355418049</td>
<td>XX</td>
</tr>
<tr>
<td>Mrs</td>
<td>SUN</td>
<td>Shan</td>
<td>Conservation International China Program</td>
<td></td>
<td>Conservation Director</td>
<td>+8610 6276 1034</td>
<td>+8610 6276 1035</td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>TAMURA</td>
<td>Takahito</td>
<td>Kyodo News</td>
<td></td>
<td>Reporter</td>
<td>+81 3 6252 8143</td>
<td>+81 3 6252 8765</td>
<td>XX</td>
</tr>
<tr>
<td>Mrs</td>
<td>TAN</td>
<td>Siew See</td>
<td>NOC of Malaysia</td>
<td></td>
<td>Honorary Assistant Secretary</td>
<td>+60 3 2078 7648</td>
<td>+60 3 2715 2801</td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>TAN</td>
<td>Guoxin</td>
<td>GE</td>
<td></td>
<td>Senior Manager</td>
<td>+8610 6561 1166</td>
<td>+8610 6561 1521</td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>TAO</td>
<td>Tony</td>
<td>Beijing Olympic &amp; Business Consulting</td>
<td></td>
<td>Consultant</td>
<td>+8610 8178 4384</td>
<td>+8610 8178 4384</td>
<td>XX</td>
</tr>
<tr>
<td>M.</td>
<td>TCHINGILOU</td>
<td>Abiziou</td>
<td>NOC of Togo</td>
<td></td>
<td>Membre de la Commission Sport et Environement</td>
<td>+228 221 6569</td>
<td>+228 221 4546</td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>TEO</td>
<td>Ser Luck</td>
<td>IOC</td>
<td></td>
<td>Ministry of Community Development, Youth and Sports Parliamentary Secretary</td>
<td>+656354 8408</td>
<td>+656259 4228</td>
<td>XX</td>
</tr>
<tr>
<td>Mrs</td>
<td>TIAN</td>
<td>Jasmine</td>
<td>IOC PARTNER</td>
<td>The Coca-Cola Company</td>
<td>Public Affairs &amp; Communication</td>
<td>+8610 5861 0209</td>
<td></td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>TIELEMAN</td>
<td>Henri-James</td>
<td>ECOLOBLUE</td>
<td></td>
<td>President</td>
<td>+13 6 716 753 61</td>
<td></td>
<td>XX</td>
</tr>
<tr>
<td>Ms</td>
<td>TOOLAN</td>
<td>Catherine</td>
<td>Aramark</td>
<td></td>
<td>Vice-President</td>
<td>+86 13910391292</td>
<td></td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>TOUFF</td>
<td>Daniel</td>
<td>Edelman PR International</td>
<td></td>
<td>Assistant Account Executive</td>
<td>+8610 653 08590</td>
<td>+8610 653 08766</td>
<td>XX</td>
</tr>
<tr>
<td>Dr</td>
<td>TROKLER</td>
<td>Mark</td>
<td>USA Track &amp; Field</td>
<td></td>
<td>Chair, Substance Abuse Education Committee</td>
<td>+1 918 369 4535</td>
<td>+1 918 369 4535</td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>TWIZELL</td>
<td>Oliver</td>
<td>S2M Group</td>
<td></td>
<td>Senior Business Development Manager</td>
<td>+86138 1826 5864</td>
<td>+86138 5237 7092</td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>VALENTINE</td>
<td>Michael</td>
<td>NOC of Trinidad and Tobago</td>
<td></td>
<td>Treasurer</td>
<td>+1 868 625 4380</td>
<td>+1 868 625 3049</td>
<td>XX</td>
</tr>
<tr>
<td>Mr</td>
<td>VAN HEERDEN</td>
<td>Auret</td>
<td>Fair Labor Association</td>
<td></td>
<td>CEO</td>
<td>+41 22 747 00 88</td>
<td>+41 22 747 00 99</td>
<td>XX</td>
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<tr>
<td>TITRE</td>
<td>NOM</td>
<td>PRÉNOM</td>
<td>ORGANISATION</td>
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<tr>
<td>Mr</td>
<td>VAN</td>
<td>KERCKHOVE</td>
<td>Gilbert</td>
<td>Beijing Development &amp; Reform Commission / UNICEF</td>
<td>Senior Advisor for the Olympic Economy</td>
<td>+8610 6553 2151</td>
<td>+8610 6553 2148</td>
<td><a href="mailto:gilbert@strategy4china.com">gilbert@strategy4china.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>VANDEWEGHE</td>
<td>Hans</td>
<td>MEDIA</td>
<td>De Morgen</td>
<td>Sports Editor in Chief</td>
<td>+32 475 765 797</td>
<td></td>
<td><a href="mailto:hansvdw@telenet.be">hansvdw@telenet.be</a></td>
</tr>
<tr>
<td>Mr</td>
<td>VEHOVAR</td>
<td>Andraz</td>
<td>NOC</td>
<td>NOC of Slovenia</td>
<td>Chef de mission</td>
<td>+386 1 230 60 08</td>
<td>+386 1 230 60 26</td>
<td><a href="mailto:avehovar@yahoo.com">avehovar@yahoo.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>VERBLACKT</td>
<td>Bads</td>
<td>MEDIA</td>
<td>TROUW</td>
<td>Journalist</td>
<td>+8613439703875</td>
<td>+861084797538</td>
<td><a href="mailto:baosi_hao@yahoo.com">baosi_hao@yahoo.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>VERBRUGGEN</td>
<td>Hein</td>
<td>IOC</td>
<td>IOC</td>
<td>Member</td>
<td>+41 24 468 58 11</td>
<td>+41 24 468 58 12</td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>VLADU</td>
<td>Florin</td>
<td>UNFCCC Climate Change Secretariat</td>
<td>Programme Officer</td>
<td></td>
<td>+49 228 815 1422</td>
<td>+49 228 815 1999</td>
<td><a href="mailto:vladul@unfccc.int">vladul@unfccc.int</a></td>
</tr>
<tr>
<td>Mr</td>
<td>WANG</td>
<td>Qiushan</td>
<td>OCOG</td>
<td>Mayor of Beijing</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Mr</td>
<td>WATANABE</td>
<td>Tazo</td>
<td>SUMMER IF</td>
<td>IAAF</td>
<td>Council Member</td>
<td>+37793108863</td>
<td>+37793251082</td>
<td><a href="mailto:secretariat.president@iaaf.org">secretariat.president@iaaf.org</a></td>
</tr>
<tr>
<td>Mr</td>
<td>WEI</td>
<td>Wang</td>
<td>OCOG</td>
<td>BOCOG 2008</td>
<td>Executive Vice President &amp; Secretary General</td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Mr</td>
<td>WEI</td>
<td>Wang</td>
<td>NOC</td>
<td>Chinese Olympic Committee</td>
<td></td>
<td>+8610 6711 6669</td>
<td>+8610 6711 5858</td>
<td><a href="mailto:coc@olympic.cn">coc@olympic.cn</a></td>
</tr>
<tr>
<td>Mr</td>
<td>WEILER</td>
<td>Joe</td>
<td>University of British Columbia</td>
<td>Professor</td>
<td></td>
<td>+1 604 209 3904</td>
<td>+1 604 925 1707</td>
<td><a href="mailto:weiler@law.ubc.ca">weiler@law.ubc.ca</a> / <a href="mailto:jweiler@telus.net">jweiler@telus.net</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>WEILER</td>
<td>Jo-Anne</td>
<td>OCOG</td>
<td>VANOC 2010</td>
<td>Sustainability</td>
<td>+1 778 328 1282</td>
<td>+1 778 328 2011</td>
<td><a href="mailto:jweiler@telus.net">jweiler@telus.net</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>WEN</td>
<td>Ning</td>
<td>Greenpeace</td>
<td>Olympics Campaigner</td>
<td></td>
<td>+8610 6554 6931</td>
<td>+8610 6554 6932</td>
<td><a href="mailto:wen.ning@cn.greenpeace.org">wen.ning@cn.greenpeace.org</a></td>
</tr>
<tr>
<td>Mr</td>
<td>WILSON</td>
<td>Brian</td>
<td>University of British Columbia</td>
<td>Professor</td>
<td></td>
<td>+1 604 822 3884</td>
<td>+1 604 822 5884</td>
<td><a href="mailto:brian.wilson@ubc.ca">brian.wilson@ubc.ca</a></td>
</tr>
<tr>
<td>M.</td>
<td>WINGARD</td>
<td>David</td>
<td>United Nations</td>
<td>UN</td>
<td>Special Assistant to the Special Advisor</td>
<td>+41 78 708 03 69</td>
<td>+41 22 917 07 12</td>
<td><a href="mailto:dwingard@unog.ch">dwingard@unog.ch</a></td>
</tr>
<tr>
<td>Mr</td>
<td>WONG</td>
<td>George</td>
<td>Insight Media Group</td>
<td>President &amp; Chief Producer</td>
<td></td>
<td>+85228450737</td>
<td>+85225218742</td>
<td><a href="mailto:insight.media@yahoo.com">insight.media@yahoo.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>XIAOXUAN</td>
<td>Yu</td>
<td>OCOG</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>XIAOYI</td>
<td>Liao</td>
<td>OCOG</td>
<td>Global Village of Beijing</td>
<td>Board Chairman</td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>TITRE</td>
<td>NOM</td>
<td>PRÉNOM</td>
<td>ORGANISATION</td>
<td>GROUPE</td>
<td>FONCTION</td>
<td>TÉLÉPHONE</td>
<td>FAX</td>
<td>COURRIEL</td>
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<tr>
<td>Mr</td>
<td>XIE</td>
<td>Li</td>
<td>Holland</td>
<td>CEO</td>
<td></td>
<td>+8610 520105222</td>
<td>+8610 8580 2553</td>
<td></td>
</tr>
<tr>
<td></td>
<td>YANG</td>
<td>Jay</td>
<td>IOC PARTNER</td>
<td>External Affairs</td>
<td>+8610 5861 0376</td>
<td></td>
<td><a href="mailto:jayang@apac.ko.com">jayang@apac.ko.com</a></td>
<td></td>
</tr>
<tr>
<td></td>
<td>YAOUB</td>
<td>Chaudhry Muhammad</td>
<td>NOC of Pakistan</td>
<td>Vice-President</td>
<td>+86 22 6306140</td>
<td>+86 22 6061411</td>
<td><a href="mailto:nocpakistan@gmail.com">nocpakistan@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>Mrs</td>
<td>YOSHIBA</td>
<td>Ginko</td>
<td>PREC Institute Inc.</td>
<td>Section Manager</td>
<td>+81 3 2526 1106</td>
<td>+81 3 2526 1114</td>
<td><a href="mailto:tsujisaka@prec.co.jp">tsujisaka@prec.co.jp</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>YU</td>
<td>Xiaoxuan</td>
<td>OCOG</td>
<td>BOCOG 2008</td>
<td>Director of Environmental Activity Department</td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Ms</td>
<td>ZHANG</td>
<td>Rhyann</td>
<td>S2M Group</td>
<td>Account Manager</td>
<td>+86137 1840 8997</td>
<td>+8610 8586 8236</td>
<td><a href="mailto:rhyzhang@gmail.com">rhyzhang@gmail.com</a></td>
<td></td>
</tr>
<tr>
<td>Mr</td>
<td>ZHANG</td>
<td>Guangqin</td>
<td>MEDIA</td>
<td>Hong Kong Phoenix Weekly</td>
<td>Correspondent</td>
<td>+8610 8511 2773</td>
<td>+8610 6559 0336</td>
<td><a href="mailto:julezhcn@gmail.com">julezhcn@gmail.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>ZHAO</td>
<td>Yixin</td>
<td>OCOG</td>
<td>BOCOG 2008</td>
<td></td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Mrs</td>
<td>ZHOU</td>
<td>Amy</td>
<td>GE</td>
<td>Communications Manager</td>
<td></td>
<td>+8610 6561 1166</td>
<td>+8610 6561 1521</td>
<td><a href="mailto:amy.zhou@ge.com">amy.zhou@ge.com</a></td>
</tr>
<tr>
<td>Mr</td>
<td>ZHOU</td>
<td>Shengxian</td>
<td>OCOG</td>
<td>Minister of China State Environment Protection Administration</td>
<td>Board Chairman</td>
<td>+8610 6400 9185</td>
<td>+8610 6400 9229</td>
<td><a href="mailto:2008@beijing-olympic.org.cn">2008@beijing-olympic.org.cn</a></td>
</tr>
<tr>
<td>Mr</td>
<td>ZINGER</td>
<td>Efraim</td>
<td>NOC</td>
<td>NOC of Israel</td>
<td>Secretary General/Sport &amp; Environment Member</td>
<td>+972 3 649 8365</td>
<td>+972 3 649 8395</td>
<td><a href="mailto:noc@noc.co.il">noc@noc.co.il</a></td>
</tr>
</tbody>
</table>