



# Towards a One Planet Olympics

Achieving the first sustainable Olympic Games and Paralympic Games



a joint initiative:

**BioRegional**



## What is a One Planet Olympics?

### The One Planet Living Challenge

Studies into mankind's levels of consumption and pollution in WWF's Living Planet Report reveal that as a global society we are living beyond the regenerative capacity of our planet. Our unsustainable lifestyles have meant that for the last 30 years we have been 'eating into the Earth's capital' rather than 'living off its interest'. Although globally patterns of consumption vary significantly between territories, if everyone lived as we do in the UK we would need three planets. This is especially marked in the case of cities. Living unsustainably is resulting in the degradation of our environment and human wellbeing, and may ultimately leave future generations with a planet that is unable to sustain life as we know it.



### Olympism and Sustainability

The promotion of sustainable development has become one of the fundamental objectives of the Olympic Movement. Through its Agenda 21 – Sport for Sustainable Development – the Olympic Movement acknowledges the diversity and fragility of our planet. It recognises the inherent synergies between the Olympic and Global Sustainability agendas, and the powerful role sport can play in contributing towards the harmonious development of man to ensure the wellbeing of people and the planet.

### Towards a One Planet Olympics

London 2012, WWF and BioRegional have developed the concept of a One Planet Olympics. The partners believe that the One Planet Olympics approach provides a critical 'implementation' link between the aspirations of Agenda 21 and the analysis and benchmarking facilitated by the Olympic Games Global Impact (OGGI) project. Staging a One Planet Olympics in London would help the International Olympic Committee to achieve the first sustainable Games.

As probably the largest peacetime events in the world, the Olympic Games and Paralympic Games are the culmination of more than seven years of preparation and development. This total Games phase will offer unparalleled opportunities to plan for minimising the potential impact of the event itself, to increase public awareness of the positive links between sport, environment and healthy living, and to create sustainable legacy communities.

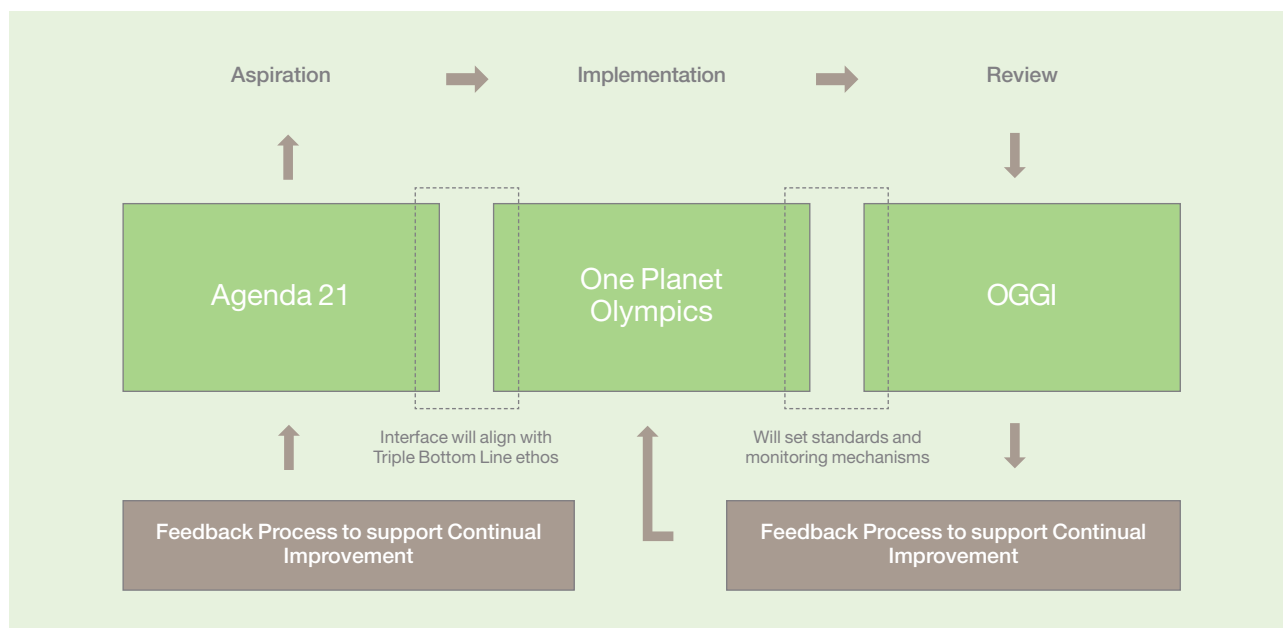
Sustainability has been at the heart of the London 2012 Bid and Masterplan, which in turn have drawn upon the Mayor of London's strategic vision to make London an Exemplar World Sustainable City.

A One Planet Olympics in London would provide the mechanism for delivering a sustainable Olympic Games and Paralympic Games through the application of a framework of the 10 One Planet Living Principles (shown in the table overleaf). London 2012, WWF and BioRegional have jointly signed a Memorandum of Understanding to express their commitment to continue working together towards a One Planet Olympics.



One Planet Living® is a joint initiative between WWF and BioRegional which aims to deliver communities, products and services which will help us all to live equitably within our fair share of the Earth's resources.

How a One Planet Olympics would complement the Olympic Movement's Agenda 21 and OGGI project





We only have one planet; London 2012 will respect its ecological limits, its cultural diversity and create a legacy for sport, the environment and the local and global community.



One Planet Living Principle	Strategy	Games	Legacy
<b>Zero Carbon</b>	Reducing carbon dioxide emissions by minimising building energy demand and supplying from zero/low carbon and renewable resources	<ul style="list-style-type: none"> <li>• Design and construction of Olympic facilities based on maximising energy efficiency and use of low carbon and local renewable energy sources</li> <li>• Basis for long-term sustainable energy infrastructure and management to be established</li> </ul>	<ul style="list-style-type: none"> <li>• Athletes' Village capable of being energy self-sufficient</li> <li>• Distributed network of heating, cooling and power serving local communities</li> <li>• Energy efficient sports venues</li> </ul>
<b>Zero Waste</b>	Developing closed resource loops. Reducing the amounts of waste produced, then reclaiming, recycling and recovering	<ul style="list-style-type: none"> <li>• No Games waste direct to landfill – all treated as a resource</li> <li>• Zero waste target a pivotal procurement driver</li> <li>• Closed-loop waste management at all venues</li> <li>• Public information campaign to promote high quality front-of-house waste separation</li> </ul>	<ul style="list-style-type: none"> <li>• Zero waste policies extend across East London based on high recycling rates and residual waste converted to compost and renewable energy</li> <li>• Increased market for recycled products</li> <li>• Closed-loop waste management to be standard practice for major sports events</li> </ul>
<b>Sustainable Transport</b>	Reducing the need to travel and providing sustainable alternatives to private car use	<ul style="list-style-type: none"> <li>• All spectators travelling by public transport, walking or cycling to venues</li> <li>• Low/no emission Olympic vehicle fleet</li> <li>• Olympic Park Low Emission Zone</li> <li>• Carbon offset programme for international travel</li> <li>• Individualised travel plans as part of integrated ticketing process</li> </ul>	<ul style="list-style-type: none"> <li>• Increased connectivity across and between legacy developments and neighbouring communities</li> <li>• Reduced car dependency</li> <li>• Car free events policy adopted for other major events</li> <li>• Greater market for zero carbon transport</li> </ul>
<b>Local and Sustainable Materials</b>	Materials chosen to give high performance in use with minimised impact in manufacture and delivery. Using local materials can have further benefits to local economies and in supporting traditional solutions	<ul style="list-style-type: none"> <li>• Reclaimed, recycled and local construction materials used</li> <li>• Temporary buildings made for reuse elsewhere</li> <li>• Healthy materials used for construction and merchandise</li> <li>• Materials with low environmental impact used for merchandising</li> <li>• Robust Procurement and Management Systems implemented</li> </ul>	<ul style="list-style-type: none"> <li>• Reclaimed, recycled and local construction materials used during transformation into legacy mode</li> <li>• Training and job opportunities locally in (re)manufacturing</li> <li>• Local and sustainable materials supply chains maintained</li> </ul>
<b>Local and Sustainable Food</b>	Supporting consumption of local, seasonal and organic produce, with reduced amount of animal protein and packaging	<ul style="list-style-type: none"> <li>• Promotion of local, seasonal, healthy and organic produce</li> <li>• Promotion of links between healthy eating, sport and wellbeing</li> <li>• Partnerships established with key caterers, suppliers and sponsors</li> <li>• Composting of food waste as part of Zero Waste plan</li> </ul>	<ul style="list-style-type: none"> <li>• Increased markets for farmers in the region</li> <li>• Markets, catering and retail outlets supplying local and seasonal food</li> <li>• Composting facilities integrated into closed-loop food strategy</li> </ul>
<b>Sustainable Water</b>	Reducing water demand with sustainable management of rain and waste water	<ul style="list-style-type: none"> <li>• Olympic Park incorporating water recycling, rainwater harvesting and water conserving appliances</li> <li>• Dual water quality supplies to new buildings</li> <li>• Recycled water used for irrigation or vehicle washing</li> <li>• Sewage and grey water fed into energy production</li> </ul>	<ul style="list-style-type: none"> <li>• Long-term sustainable water supply and management</li> <li>• Water efficient homes and infrastructure</li> <li>• Lower Lea Valley self-sufficient in water</li> <li>• Ongoing management of waterways to provide amenity and wildlife habitat</li> </ul>
<b>Natural Habitats and Wildlife</b>	Existing biodiversity conserved with opportunities taken to increase ecological value and access to nature	<ul style="list-style-type: none"> <li>• Remediation of land and creation of large new urban park</li> <li>• Waterways rejuvenated to provide amenity and wildlife habitats</li> <li>• Olympic Biodiversity Action Plan implemented</li> <li>• Buildings and infrastructure designed to minimise ecological impact</li> <li>• Landscaping, planting and building design to increase biodiversity</li> </ul>	<ul style="list-style-type: none"> <li>• Net gain of ecologically valuable green space</li> <li>• Biodiversity an integral component of urban and park environment</li> <li>• People have greater local access to nature</li> <li>• Lea Valley 'green corridor' connected to River Thames</li> </ul>
<b>Culture and Heritage</b>	Cultural heritage acknowledged and interpreted. Sense of place and identity engendered to contribute towards future heritage	<ul style="list-style-type: none"> <li>• Development of Olympic Park to reflect local heritage and contemporary culture</li> <li>• Facilities to acknowledge, reflect and support diversity of local audience and global visitors</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of a vibrant and diverse legacy community</li> <li>• Local and traditional industries revived to create employment and sense of identity</li> <li>• Ongoing development and management of legacy community to include public and stakeholder consultation</li> </ul>
<b>Equity and Fair Trade</b>	Create a sense of community. Provide accessible, inclusive and affordable facilities and services	<ul style="list-style-type: none"> <li>• Fully-accessible facilities for all</li> <li>• Equity and Fair Trade an integral element of Procurement and Management Systems</li> <li>• Affordable ticketing and accommodation</li> <li>• Commitment to ethical business transactions</li> </ul>	<ul style="list-style-type: none"> <li>• High proportion of affordable housing</li> <li>• Mixed-use development to create sense of community</li> <li>• Opportunities for local employment and education</li> <li>• 'Green' business hub</li> <li>• Fairtrade community status achieved</li> </ul>
<b>Health and Happiness</b>	Promote health and wellbeing. Establish long-term management and support strategies	<ul style="list-style-type: none"> <li>• Extensive public and stakeholder consultation</li> <li>• Programme to promote the health benefits of sport and exercise</li> <li>• Healthy internal and external environments in the Olympic Park</li> <li>• Safe and secure facilities and environments provided</li> <li>• Facilities for worship and spiritual development</li> </ul>	<ul style="list-style-type: none"> <li>• Healthy internal environments in homes and other facilities</li> <li>• Improved air quality, visual amenity and soundscape</li> <li>• Community facilities to provide healthcare, vocational training and other support structures</li> <li>• Legacy community management and support structures to facilitate long-term sustainable living</li> </ul>



## Delivering a One Planet Olympics

The process of developing a delivery framework is already underway. To complement this summary document, 10 Briefing Plans have been produced to target initiatives under each of the One Planet Living Principles outlined in the preceding table. These briefings will feed into the Sustainable Development Strategy for the Olympic and Legacy Masterplans, and provide a basis for Action Plans of the future London Organising Committee.

To draw these individual themes together London 2012 will initiate a Sustainability Management System, in which sustainability criteria represent the core values of the Organising Committee and underpin policies, implementation, monitoring and reporting. This embedded approach to sustainable development leads on to the delivery strategy shown below.

### Taking Responsibility

Placing 'sustainability at heart' requires firm leadership commitment, locating the Environment and Sustainable Development Programme centrally within the organisation and early actions. These obligations are already incorporated into the remit defined for the London 2012 Organising Committee, and are reflected in plans for continuing environmental studies during the transition phase from Bid to Organising Committee.

### Setting Targets

Sustainability targets under each theme need to be both stretching and deliverable. This requires flexibility within the Management System to accommodate new technologies and evolving best practices during the lifetime of the project.

### Partnerships

Public consultation and active stakeholder engagement have been strong elements of the London 2012 Bid. The Organising Committee will build on these partnerships and establish appropriate forums for working with public environmental authorities, NGOs, academic institutions and the business sector.

### Procurement

Sustainable procurement is central to delivery: all goods, materials and services will be assessed first on the basis of need and then evaluated according to environmental, social and ethical criteria as well as conventional value parameters. The same principles will be used in selecting sponsors.

### Education and Training

The provision of appropriate and timely training and information will be critical in ensuring that the sustainable policies and services are implemented. This will relate both to internal Organising Committee staff and volunteers, and to key external players including suppliers, contractors and venue managers.



The Olympic Park, a lasting sporting and environmental legacy.

## Communication and Raising Awareness

London 2012 proposes a Sustainable Sport Programme working with partners to introduce environmental improvement and awareness projects at sports facilities and events across the UK. Clean up campaigns, practical conservation projects and trial closed-loop waste management at events will be among the visible applications of this programme. The experience gained will reinforce capability to deliver a One Planet Olympics in 2012.

### Measuring Performance and Reporting

The IOC's OGGI project now provides a consistent format for sustainability reporting by host cities. London 2012 will use OGGI additionally as a platform for internal monitoring within the Organising Committee. There is also a firm commitment to public reporting of results and independent scrutiny via the London Sustainable Development Commission.

### Developing Legacies

The first sustainable One Planet Olympic Games will also help deliver:

- A thriving sustainable community in East London as a benchmark and inspiration for future development internationally
- Increased public and political awareness of the interdependence between environmental quality, sport and healthy living and the links between the wellbeing of individuals and that of the planet
- Mechanisms for delivering future One Planet Olympics as a practical implementation of the Olympic Movement's Agenda 21

## Imagine: what a One Planet Olympics could mean for people...



**Competitor at the Games**

“I was at school on the other side of the world when London was named as the Host City for the 2012 Games, and I have worked hard for the last seven years to stretch my performance and improve my efficiency – it is clear that London has been doing the same.

As an athlete, I need to watch what I consume, how I get my energy and water, and how efficiently I perform. It is inspiring that the London Games have been developed with the same ethos to help protect the planet for the future.

My home in the Athletes’ Village is designed to the highest standards to be comfortable and light with minimal energy and water needs. Everything I need is nearby and easily accessible.

Travelling around the Olympic Park is easy. The Park itself is wonderful and I enjoy spending time by the river. I am not famous so people don’t bother me for my autograph, although yesterday I did meet some spectators who were originally from my neighbouring village, but are now living in London – a home audience for me half way around the world!”



**Visitor at the Games**

“We travelled into London by train from mainland Europe. The train took us into Stratford, which is adjacent to the Olympic Park and close to our hotel. London is a great city with a rich cultural heritage and there are many things to see in addition to Games.

We are keen to see as much as possible whilst we are here and it is great that most of the facilities are so local. We have found it easy to get around the Olympic Park on foot or using the Olympic bikes. I think that we might take the free tube to Greenwich tomorrow to watch the Modern Pentathlon and then the carnival afterwards. Including free travel with the ticket price is a great idea, particularly for families.

This morning we all went to the main stadium to watch the heats for the relays, before getting some lunch and sitting down by the river to watch the events on the big screen. The volunteer we asked was very helpful in directing us to a nice place to eat and explained what to do with our waste afterwards to make sure it was recycled.”



**Legacy Community Resident**

“I have lived in East London with my family for all of my life and I have seen many changes and improvements in that time.

I remember being involved in the public consultation for London 2012 in 2005, and it was clear then that something special was going to happen in the Lower Lea Valley.

My brother and daughter were both keen to take advantage of the local opportunities; he managed to get on a construction training course which led to a job building the main stadium; she is working as a volunteer during the Games.

In 2014, my family is due to move into one of the converted homes in the Athletes’ Village. Our home will be warm in the winter and cool in the summer, and thanks to the clever local efficient power supply, our energy bills will be lower than they used to be.

It is going to be a great place to live with a real sense of a community. Every day I will make the short commute into work in the City, whilst my partner, who runs a recycling consultancy, works mainly from home. We will have everything we need locally including the Olympic Park and community sporting facilities. My grandchildren already love going swimming at the Aquatics Centre and are adamant they will become Olympians in the future.”

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