



# Towards a sustainable Games

**Sustainable development lies at the heart of London 2012's commitment to host inspirational Olympic Games and Paralympic Games and leave a lasting legacy of environmental and community benefits.**

The London 2012 Olympic and Paralympic bid set out a strong vision for sustainable Games under the theme Towards a One Planet Olympics – a concept developed in partnership with WWF and BioRegional.

Sustainability underpins the London 2012 programme – through design and construction of venues and infrastructure, the planning of Games operations, and a legacy which maximises the economic, social and environmental benefits of the Games to Londoners and the UK.

New Olympic Park venues and facilities will provide the best conditions and environment for Olympic and Paralympic athletes. They will also transform one of the areas of the United Kingdom most in need of redevelopment into a sustainable urban community, including the biggest new park in Europe for more than 150 years.

London 2012 is acutely aware of the increasing global threat of climate change. Major emphasis will be given

to reducing emissions of carbon dioxide and other greenhouse gases. Measures will include energy efficient design, use of renewable energy, environmentally friendly transport and protection and management of green spaces.

Social benefits, building on London's cultural diversity, will include new housing, jobs, skills training and sporting and cultural amenities. Greater community involvement and accessibility will also be incorporated into sustainable development plans.

London 2012's legacy should also help other cities to deal with emerging environmental and social challenges, while also reflecting the power of the Games as a catalyst to change lives on and off the sporting field.

The basis for integrating sustainability targets into Games planning and delivery programmes has been defined by the following London 2012 Sustainability Policy (overleaf), which was approved by the Olympic Board in June 2006.

# London 2012 Olympic Games and Paralympic Games Sustainability Policy

**London 2012's vision is to host inspirational, safe and inclusive Olympic Games and Paralympic Games and leave a sustainable legacy for London and the UK. This vision and the strategic objectives for the Games are underpinned by the principles of 'sustainable development'.**

Drawing on these principles, the London Organising Committee of the Olympic Games and Paralympic Games and the Olympic Delivery Authority (ODA), along with HM Government, Greater London Authority (GLA), British Olympic Association (BOA) and British Paralympic Association (BPA), are committed to working together to maximise the economic, social, health, environmental and sporting benefits the Games bring to London and the UK.

This is encapsulated by the concept 'Towards a One Planet Olympics', which creates a powerful identity for London 2012's sustainability programme and provides a framework for achieving sustainable Games in accordance with the London 2012 Candidature commitments and with respect to Olympic ideals.

## **We aim to deliver against our commitments through:**

- Respect for the planet's ecological limits and encouragement for the best possible sustainable lifestyle leading towards One Planet Living.<sup>†</sup>
- The celebration of our cultural diversity and the creation of a legacy for sport, the environment and the local, national and global community.
- The development of thriving communities in and around the Olympic Park site in East London with new economic, educational, health, sporting and cultural opportunities, set within an ecological parkland and supported by resource efficient infrastructure and utilities.

- A renaissance of sport in the UK, engaging young people in participatory sport.
- An increased UK-wide public awareness of the benefits of sport, exercise and healthy living, and the links between the wellbeing of individuals and that of the planet.
- Development of active citizenship and respect for communities and environment across the UK.
- A boost to UK business, including 'green' industries and emerging technologies.
- The development of tools and know-how for delivering future sustainable Games and spreading the benefits worldwide.



<sup>†</sup>One Planet Living is a joint initiative of WWF and BioRegional.

Whilst we will address all elements of the diverse themes which make up sustainability, we believe we can make the biggest impact and achieve the most beneficial outcomes by focusing London 2012's sustainability efforts upon five headline themes:



## Waste

Our aim is for the 2012 programme to be a catalyst for new waste management infrastructure in East London and other regional venues and to demonstrate exemplary resource management practices. We will minimise waste at source, divert construction waste wherever feasible and all Games-time waste away from landfill, and promote the waste hierarchy of 'reduce, reuse, recycle' to facilitate long-term individual behavioural change.

## Climate Change

Climate change is a global issue. The UK is leading the world in facing up to this challenge and the Games provide a platform for demonstrating long-term solutions in terms of energy and water resource management, infrastructure development, transport, local food production and carbon offsetting. We aim to minimise the environmental footprint and carbon emissions of the Games and legacy development, notably by optimising energy efficiency, energy demand and use of low carbon and renewable energy sources.





### **Biodiversity**

We aim to enhance the ecology of the Lower Lea Valley and other London and regional 2012 venues, and to encourage the sport sector generally to contribute to nature conservation and enhancing the natural environment.

### **Healthy Living**

We will use the Games as a springboard for inspiring people across the country to take up sport and develop active, healthy and sustainable lifestyles.



### **Inclusion**

We aim to host Games which promote access, celebrate diversity, and facilitate the physical, economic and social regeneration of the Lower Lea Valley and surrounding communities. This will be supported by the provision of new infrastructure and facilities, employment, training and education opportunities. Communities across the rest of London and the UK will be encouraged to identify and take full advantage of direct and indirect opportunities arising from the Games.



# Management and delivery of sustainability

The Olympic Board together with the Boards of stakeholder organisations will ensure the delivery against these objectives through:

- Integrating sustainability principles into the day-to-day management of the London 2012 Organising Committee and the ODA, working closely with the Host Boroughs, the GLA Group, nations and regions, central government, BOA, BPA, sports authorities and the International Olympic Committee.
- Developing active partnerships with non-governmental organisations, community groups, businesses, professional bodies and academia to help leverage the opportunities provided by the Games and to utilise the power of the Olympic brand to mobilise enthusiasm and maximise benefits.
- Procuring goods, services and sponsorship sustainably with an emphasis on supplier diversity, fair employment and environmental attributes, as well as other social and ethical criteria as appropriate.
- Establishing an independent assurance function to be overseen by the London Sustainable Development Commission in partnership with the national Sustainable Development Commission and equivalent regional structures.

Progress against the overall objectives will be charted by annual sustainability reporting. The London 2012 Organising Committee, the ODA and official stakeholders will ensure that adequate resources and personnel are engaged to deliver against the objectives. Each organisation will also have its own specific objectives, key performance indicators and targets, which will be reviewed every two years to take account of evolving policies, standards, best practices and technology.

The Olympic Board (Mayor of London Ken Livingstone, Secretary of State for Culture, Media and Sport Tessa Jowell, London 2012 Organising Committee Chair Sebastian Coe and British Olympic Association Chair Colin Moynihan)

28 June 2006



“We can be proud that the London 2012 Games will not only be providing great new venues for the athletes but will also be aiming to provide social, economic and environmental benefits to the communities of London and the UK.

We can show how the Games can bring the world together through sport to tackle important issues like climate change.

This will help to illustrate the link between sport and nature and inspire future generations to do more to improve the planet’s environment.”

Dame Kelly Holmes



“From the games in Lillehammer in 1994 through to Sydney in 2000 and more recently Torino in 2006, the environment has increasingly become a key and a winning competitor at the Olympic Games.

London can take this green torch forward by setting demanding and verifiable targets in areas from waste minimisation to reducing greenhouse gas emissions. In doing so, London 2012 can play its part in demonstrating that mass spectator events can be entertaining, enthralling and environmentally-friendly. I wish the London Organising Committee every success.”

**Achim Steiner, United Nations Under Secretary-General and Executive Director of the United Nations Environment Programme (UNEP)**



London Organising Committee of the Olympic Games and Paralympic Games.  
One Churchill Place, London E14 5LN. Tel: 020 3 2012 000. [london2012.com](http://london2012.com)