

# section 1: introduction, background and purpose of document

## 1.1 International Trends

Hundreds, if not thousands, of large sports events are hosted around the globe annually. Apart from the participants, such events generally attract thousands of spectators, and in some cases, require the construction of stadiums and other specialised sporting facilities and related infrastructure, and even accommodation for the athletes. They can, therefore, potentially have major environmental impacts if they are not planned and implemented in an appropriate manner.

Over the past decade, the integration of sustainability principles and implementation of greening programmes at international sporting events has increasingly become accepted practice and even a requirement for the bidding process. The **Olympic Movement**, for

example, has since the early 1990's, begun taking the environment and sustainability into account, and the concept of "Green Games" is increasingly becoming a reality.

The Olympic Greening Policy has two main objectives:

- it strives to promote Olympic Games which **respect the environment** and **meet the standards** of sustainable development,
- it also aims to **promote awareness** among and educate the members of the Olympic family and sports practitioners in general of the importance of a healthy environment and sustainable development.

The Sydney Olympics in 2000 was recognised for setting "green standards" and the preparations for Vancouver 2010 and London 2012 Olympics also

have a large focus on sustainability.

The 2005 World Championships was the first event in the history of the **International Athletics Associations Federation (IAAF)** at which environmentally friendly measures were implemented.

The legacy of Helsinki 2005 was a best practice model which has been used to provide practical guidance on how to address environmental issues at athletics events to over 211 National Athletics Associations.

Similarly, the **FIFA World Cup™** in Germany in 2006 was the first time in the history of football that environmental protection was placed at the forefront of preparations for the event. This was achieved through a project known as Green Goal, which established targets



## green olympics

- Albertville 1992: first time environmental concerns were raised by the public
- Lillehammer 1994: first "green games" ever
- Sydney 2000: setting the "green standard"
- Torino 2006
- Beijing 2008
- Vancouver 2010
- London 2012 – looking forward
- Large focus on Carbon Neutral Events for 2016 Olympic Bids currently underway

in the key areas of waste, transport, energy and water with the aim of reducing the environmental impact of the event.

These included:

- To be the first **“carbon neutral”** FIFA World Cup™ event.
- 20% reduction in **waste** volumes in and around the stadiums
- 50% increase in spectators travelling to and from the stadiums on public **transport**
- 20% reduction in stadium **energy** consumption
- 20% reduction in stadium **water** consumption to relieve pressure on main water resources

Sigmar Gabriel, the Federal Environment Minister for Germany, stated in the Green Goal Legacy report that “13 of the 16 objectives were achieved!” He

went on to say that for the first time in the history of the tournament, additional greenhouse gas emissions brought about in Germany by the 2006 FIFA World Cup™ were compensated for.

Experience from these and other international sporting events – which have begun to provide guidance on broad principles, objectives and strategies for the greening of such events – was taken a step further at the UNEP 7th World Conference on Sport and the Environment held in Beijing (25th to 27th October 2007), where the participants concluded with a declaration which included the following:

- encourage all Olympic Games applicants and bid cities to demonstrate their ability to hold **carbon neutral** Olympic Games;
- 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 minimal environmental degradation and to maximise lasting legacies for the wider community, as well as
- 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.

The greening of sports events is thus no longer just a concept, but a policy with international support.

The **Helsinki Model** for greening uses four different topics such as lifecycle management (procurement, education, catering etc); impact on climate change (transport, energy etc); material flows and efficiency (waste avoidance and management) as well as cross cutting issues (water, paper, chemicals and noise).

It proposes four phases during which greening considerations need to be taken into account: bidding phase, winning the bid, planning and preparation and then the fourth phase is during and after the event.

Helsinki 2006, Eco Efficient Major Event Manual, 06

The **Green Goal** vision was both simple and ambitious: to reduce as far as possible the adverse effects on the environment that would inevitably be associated with the organisation of the FIFA World Cup™ in Germany.

The environmental programme also offered the opportunity to sensitize a broad section of the public to environmental and nature conservation beyond the World Cup, and to demonstrate that environmental protection can also be economically worthwhile.

## 1.2 What is Greening?

As demonstrated by the actions taken at international events, greening means much more than planting trees in the backyard or expanding the size of the local park<sup>1</sup>. In the context of a sporting event, it means taking - and implementing - environmentally responsible decisions through all phases of an event. Major sports events, for example, can be highly resource intensive. Environmentally responsible decisions and actions can reduce the negative impact on the environment by conserving resources, using resources efficiently, and thereby minimizing pollution.

Greening also does not mean “doing good for society” at the expense of business or the city hosting the event. Significant cost reductions can, in fact, be achieved by using resources more efficiently and by minimizing waste.

Greening an event can also attract positive media attention and raise the profile of the event, its host location and venue. An improved public image will enhance public participation in, and support for the event, minimising potential conflict and attracting further media attention. In addition, sponsors and donors often look for high profile opportunities to associate themselves with publicly supported causes. They may also be attracted by the chance to demonstrate their own environmental technologies, practises and achievements.

Greening an event will help make it an even greater success.

Important **lessons learnt** from previous sporting events where greening programmes have been designed and implemented are that:

- Commitment and buy-in from senior management is critical;

- Finance for the environmental activities needs to be an integral part of the general finance plan and should include allocation for education, monitoring and evaluation. Although there will be cost savings through implementation of a greening programme, some of the initiatives will require upfront funding for implementation.

- An environmental team within the organising committee should be established for large events, with decision-making responsibility and its own budget. Without high level support and financial commitment, implementation of an effective greening programme is unlikely.

- Partnerships between the host cities, the Organizing Committee (OC), the international federation, business partners and other stakeholders is important with large sports events as they have a far reaching effect with various role-players.

The general public should however also be brought in as a key focus area, specifically with regards to the implementation of legacy projects over the longer term.

The purpose of this document is to consolidate the lessons learned in the greening of sports events around the world into a set of guidelines on greening strategies which will assist organizers, service providers, and specifically host cities of major sports events in South Africa  
- and particularly the 2010 FIFA World Cup™  
- to green these events.

<sup>1</sup> IUCN, 2003 Leaving a greening legacy: Guidelines for event greening [WSSD]

