



INTERNATIONAL  
OLYMPIC  
COMMITTEE

# 9th WORLD CONFERENCE ON SPORT AND THE ENVIRONMENT

**PLAYING FOR A GREENER FUTURE**





# 9TH WORLD CONFERENCE ON SPORT AND THE ENVIRONMENT

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## Acknowledgement

On behalf of the IOC, the Department of International Cooperation and Development wishes to acknowledge the contribution of the Rapporteur team comprised from the institution of Higher Education, Qatar University. The team was guided by Head Rapporteur, Mr Ruben Goebel, Ph.D. (Sport Science Program) and was comprised of an all female team as follows: Aisha Al-saad (International Affairs); Nada Alaa Din Ghanem (Geography and Urban Planning); Muneera Mhmd Al-Rumaihi (International Affairs); Neda Amrolla Ahrari (Business and Economics); Rania Bou Hassin (Sport Science Program); Sumaya Saleh Al-Saadi (Sport Science Program); Yasmine Mohammed Shamsi (Statistics); and Sara Al Hemeidi (International Affairs).

# 1. FOREWORDS

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



As we near the 20th anniversary of the 1992 Earth Summit, the Olympic Movement's commitment to the environment is stronger than ever. That commitment was reaffirmed at the Olympic Congress in 2009 as well as at the most recent 9th World Conference on Sport and the Environment.

We all know that sport is a powerful tool for positive change. Our task is to ensure that we also use that tool for the benefit of the planet we share. We owe that to ourselves and to the future generations who will inherit this earth. This is why the 9th World Conference was placed under the motto "Playing for a Greener Future", and thanks to the most active contribution of all the participants, we have a clear agenda for action over the years to come.

I would like to take this opportunity to once again thank His Highness, the Emir, Sheikh Hamad Bin Khalifa Al-Thani, the NOC of Qatar and its President, His Highness Sheikh Tamim Bin Hamad Al-Thani, and the people of Qatar for the excellent organisation of this Conference. My thanks go also to our sustainability partners UNEP and UN-Habitat for their collaboration. And all my congratulations to the IOC Sport and Environment Commission and its Chairman, Dr Pál Schmitt, for their tireless efforts in making the environment a very important part of the IOC's activities.

It is now up to us all to make that the Doha Declaration a reality and when the world marks the 20th anniversary of the 2012 Earth Summit, we should be able to claim that the Olympic Movement did its part to protect and preserve our environment.

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



In the light of next year's UN Conference on Sustainable Development, the Rio+20 Earth Summit, the 9th World Conference on Sport and the Environment has once again illustrated the increased role of sport in contributing to a cleaner and more sustainable world.

Under the theme of "Playing for a Greener Future", the Conference saw the active and fruitful participation of over 650 delegates from National Olympic Committees, International Federations, Organising Committees for the Olympic Games, governmental and non-governmental environmental organisations and educational institutions. Thank you, to all of you, for your valuable comments, recommendations and advice.

As you will see in this Report, and especially in the so-called Doha Declaration, the sports world is more than ever committed to the environment by framing a clear agenda for action, and in particular in three focus areas in which to direct activities related to the economic, social and environmental aspects of sustainable development in sport.

As an Olympian, I would like here to underline the part played by the athletes and Olympians, who are important role models, as their commitment to promoting the sustainability agenda has the potential to influence and inspire others, particularly young people, to take action. Let us not forget that no one is more attuned to the environment than young people.

Before concluding, I should like to express my thanks to our partners, the government of Qatar, the Qatar Olympic Committee and the United Nations Environment Programme, for their close cooperation and support; and my deep gratitude to my fellow members on the IOC Sport and Environment Commission for their outstanding work and commitment.

May the Doha Declaration adopted unanimously play a catalysing role in our commitment for a greener future! We owe it to the future generations!

### 1.3. Message from the President of the Qatar Olympic Committee, Heir Apparent Sheikh Tamim Bin Hamad Al-Thani



We take this opportunity to express our consideration and respect to Dr Jacques Rogge, IOC President, to HE Dr Pál Schmitt, Chairman of the IOC Commission for Sport and Environment, and to the IOC Commission Members for the confidence they placed in the State of Qatar and its capital city, Doha, to host the 9th edition of this Conference.

The 9th WCSE in Doha was held under the motto “Playing for a Greener Future”, reflecting the close links between sport and the environment, the interdependence, and the importance of the environment in the practice of sports activities. The possibility for sport to act as a vital factor in preserving the environment, promoting societal values with regard to environmental stewardship and the championing of sustainable development is unique.

The sporting movement, which is one of the largest sectors, illustrated by the large numbers of athletes, coaches, officials, media, spectators, corporate partners involved, could be a tremendous catalysing power in the promotion of safer and healthier surroundings. To this end, the actions taken by the sporting community should reflect the responsible management and conservation of our natural resources.

The State of Qatar considers the environment, along with human, social and economic facets, as one of its four pillars moving towards the Qatar National Vision 2030. Environmental governance also forms part of the Constitution of Qatar as a country. An independent Ministry of the Environment has been created, and legislation promoting environmental sustainability has been adopted. Qatar, as a member of the world community, supports the efforts aimed at reducing pollution, combating global warming and facing the challenges that humanity is placing on our planet.

In line with the Qatar policy, all government institutions assume their responsibilities to preserve the environment and the Qatar Olympic Committee (QOC) is one of the most active institutions of the country. It formed the “National Commission for Sport and the Environment” aimed at promoting the Olympic values; thus heeding the national call for action as set forth in the Olympic Movement’s Agenda 21. This national doctrine has resulted in the promotion of programmes and activities that contribute to strengthening the framework of protecting the environment, and reflects a direct correlation with the policies which promote sustainability issues and public awareness in this regard. The Schools Olympic Programme, organised by the QOC in cooperation with the Supreme Education Council and other respective institutions, has seen the unfolding of the second edition under the theme “Sport and Environment”.

We hope that this Conference will serve as a springboard for continuing action in the domain of sport and sustainable development. We reaffirm that the State of Qatar is committed to playing its part in the global effort aimed at creating a healthier environment in our daily lives, in particular for sporting activities, and we will continue to support the UN, IOC and NOCs in their initiatives for action.

## 1.4. Message from the UN Under-Secretary-General and Executive Director UN Environment Programme (UNEP), Mr Achim Steiner



The World Conference on Sport and the Environment formed part of world-wide and on-going preparations for Rio+20 scheduled to take place in June 2012.

The meeting, hosted by His Highness, the Emir Hamad Bin Khalifa Al-Thani, the Head of the State of Qatar, underlined through the lens of the emerging economies in the Gulf how the world has markedly changed since the Earth Summit of 1992 – geopolitically, economically, socially and environmentally.

The two themes for Rio+20 are a Green Economy in the context of sustainable development and poverty eradication and an institutional framework for sustainable development.

Both reflect the urgency to scale-up and accelerate a low carbon, resource efficient development path that reflects the realities of a world of seven billion people, climbing to over nine billion by 2050, in terms of growth and employment, but also the imperative to keep humanity's footprint within planetary boundaries.

Sporting events, both large and small, have a role to play from inspiring the public to embrace sustainability issues to demonstrating new and innovative technologies and policies able to catalyze that change.

Rio+20 represents an enormous opportunity for the IOC and its partners including UNEP to reach out across the world on the challenges and opportunities of the 21st century.

Brazil, one of the world's rapidly developing economies, is at the forefront of many of these issues and is demonstrating the art of the possible through compelling actions to reduce deforestation in the Amazon and reduce social inequalities to catalyzing alternative fuels and a recycling society.

Meanwhile, it is a country that is determined to showcase sustainability through its hosting of the FIFA World Cup™ in 2014 and the Olympics and Paralympics in 2016.

Rio 1992 saw the establishment of several of the major global treaties that have been fundamental to much of UNEP's work and underpinned the sport and environment movement as well as the UN climate change convention; the convention of biodiversity and the convention on desertification.

It was also a moment in time that inspired the amendment of the Olympic Charter to include the environment as the third pillar of Olympism. In short it was the trigger, the tape that we all broke through towards the prize of bringing mass sporting and spectator events into the quest for sustainable development.

Rio+20 is a moment in time where the sporting world can evolve that engagement onto an even higher level, especially in respect to young people and the next generation so that everyone in the world is on the same winning team and "Playing for a Greener Future".



## 2. PROGRAMME OF THE CONFERENCE

**29 April 2011**

### **ASSOCIATION OF NATIONAL OLYMPIC COMMITTEES OF AFRICA (ANOCA)**

**Working Group on Sport and Environment**

**(open invitation to all African NOCs present in Qatar)**

**Other Regional Workshops**

**30 April 2011**

### **PRE-CONFERENCE PROGRAMME**

#### **Seminar on “Green Games: Past Examples for an Ongoing Discussion”**

**Session Chair:**

Mr Christian Wacker (Germany), PhD, Qatar Olympic & Sports Museum Director

**Speakers:**

**“The Winter Games of Lillehammer (Norway) – the First ‘Green Games’ Ever”**

Mr Sigmund Loland (Norway), PhD, Norwegian School of Sport Sciences

 **Original presentation**

**“A New Standard for ‘Green games’ at the Summer Games of Sydney”**

Mr Richard Cashman (Australia), PhD, University of Technology Sydney

 **Original presentation**

**“Urban Settings and Recycling Plans at the Winter Games of Torino (Italy)”**

Mr Egidio Dansero (Italy), PhD, University of Turin

 **Original presentation**

### **OPENING CEREMONY WITH CULTURAL PROGRAMME**

**Presentation of the 2nd edition - IOC Sport and Environment Awards**

**1 May 2011****PLENARY 1****The Olympic Movement at the Heart of the Environmental Debate:  
Rio 1992 to Rio 2012 to Rio 2016**

Sustainable development objectives became a key integrating factor following the landmark Earth Summit in 1992. In this connection, the OM collaborates with Organising Committees (OCOGs), the United Nations Environment Programme (UNEP) and many other private and public authorities to enable a reconciliation of environmental, social and economic demands in a responsible way. Twenty years and counting, sport can play a role in contributing to a cleaner and more sustainable world.

**Session Chair:**

HE Mr Pál Schmitt (Hungary), President of the Republic of Hungary; IOC Member; Chairman, IOC Commission for Sport and Environment

**Speakers:****Keynote Address: The Olympic Movement's Role in the Implementation  
of the Sustainable Development Agenda**

Dr Jacques Rogge (Belgium), IOC President

**Keynote Address: The Road "Rio to Rio" and Beyond – an Ecological Journey**

Mr Achim Steiner (Germany), UN Under-Secretary-General; Executive Director, United Nations Environment Programme (UNEP)

**Sport, Environment and Developing Countries**

Intendent General Lassana Palenfo (Ivory Coast), IOC Member; President, Association of National Olympic Committees of Africa (ANOCA)

**Shifting from a Conceptual Framework to full Implementation  
of Sustainable Development in Sport**

Ms Sue Riddlestone (Great Britain), Executive Director, BioRegional Development Group

**PLENARY 2****The International Community Sustainability Agenda:  
The Way Forward Through Sport**

Is sport part of the problem or the solution? How the Olympic Movement contributes to the achievement of the Millennium Development Goals (MDGs) through the environment sustainability goal?

**Session Chair:**

Mr Andrés Botero Phillipsbourne (Colombia), IOC Member; Member of the IOC Commission for Sport and Environment

**Speakers:****Keynote Address: Sustainable Cities and Youth: Promoting Sports  
for Livable and Healthy Cities**

Mr Tarek El Sheikh (Kuwait), Chief, UN Habitat Office, Kuwait

**New Technology of Cooling Systems for Future Sports Facilities in Qatar**

Mr Naji Edde (Qatar), Director of Mechanical Engineering and Industry Department,  
Dar Al Handasah Consultants

**The Mechanics of a Tsunami and the Human Factor**

Ms Steff Gaulter (Great Britain), Senior Weather Presenter, Al Jazeera English

**Sport and Sustainability**

Ms Jill Savery (USA), Olympic Gold Medallist (Synchronised Swimming, 1996)

**LUNCHEON PRESENTATION****“Green Economy Makes Business Sense” sponsored by Qatar Airways****PARALLEL A – DIALOGUE****Green Agenda at the Heart of the Green Economy:  
Olympic Partners Show the Way**

Green thinking can make economic growth sustainable. How can the accompanying parameters bring about a change in mindset and be catalysed through sport?

*Moderator:*

Mr Masato Mizuno (Japan), Member of the IOC Commission for Sport and Environment;  
Chair, Mizuno Corporation

**Panellists:**

Mr Satinder Bindra (India), Director Communications and Public Information, UNEP

Mr Sandro Sato (Brazil), Commercial Manager for Olympic Operations, Dow Brasil S.A.

Mr André Gorgemans (Belgium), Independent Sports Professional

Mr Naif Al Shalhoub (Saudi Arabia), Environmental Awareness and Information Committee  
General Secretariat of the GCC for the Arab States

Mr Joachen Schaefer (Germany), World Federation Sporting Goods Industry (WFSGI)

**PARALLEL B – DIALOGUE****The Sustainable Yield: Views from the Continents**

Shifting from a conceptual framework to full implementation of sustainable development in sport.

*Moderator:*

Mr Gideon Sam (South Africa), Member of the IOC Commission for Sport and Environment

**Panellists:**

Mr Omar Diagne (Senegal), Deputy Secretary General, NOC Senegal

Ms Gunilla Lindberg (Sweden), IOC Member; Secretary General, Association of National  
Olympic Committees (ANOC)

Ms Barbara Kendall (New Zealand), Member of the IOC Commission for Sport and Environment; Member of the IOC Athletes Commission

Mr Kyung-Sun Yu (Republic of Korea), Chairman of the Environment Committee, Olympic Council of Asia (OCA)

Mr Terry Sasser (Marshall Islands), Secretary General, NOC Marshall Islands

## **PARALLEL C – DIALOGUE**

### **Sport and its Ecological Footprint**

Sport has spawned an environmental movement with two broad-based goals: (i) a reduction of the ecological footprint of sports activities, and (ii) to use the power of sports to raise environmental awareness in general.

#### *Moderator:*

Mr Sunil Sabharwal (USA), Member of the IOC Commission for Sport and Environment

#### **Panellists:**

Mr Simon Balderstone (Australia), Director, Ways and Means Consultancy Pty Ltd; Environment Advisor

Mr Qiang Song (People's Republic of China), Director of Policy Research Division, Beijing Municipal Environmental Protection Bureau

Mr Erich Vogt (USA), Professorial Lecturer American University

Ms Brenda Metropolit (Canada), Director of Sustainability Initiatives, Environment Canada

Ms Elena Subirats (Mexico), Delegate, NOC Mexico

## **PARALLEL D – DIALOGUE**

### **Taking the Barometer on the Green Debate**

The current status of ecological health must be transparently monitored to allow for a constructive discussion on environmental governance.

#### *Moderator:*

Eng. Habu Gumel (Nigeria), IOC Member; Member of the IOC Commission for Sport and Environment

#### **Panellists:**

HE Mr Abdallah Bin Aboud Al Mahdadi (Qatar), Minister of Environment

Mr Ed Hula (USA), Editor Around the Rings

Dr Saif Al Hajari (Qatar), Vice Chairman Qatar Foundation; Chairman of the Friends of the Environment Centre; Qatar Sport and Environment Committee

Ms Ingrid Beutler (New Zealand), Manager, Sports Social Responsibility Department, SportAccord

Mr Timothy Challen (Great Britain), President, Kilimanjaro Initiative



**2 May 2011****PLENARY 3****Think Globally, Act Locally: Factoring Environmental Sustainability in the Planning Phase**

A successful bridge between intent and green implementation requires a tailor made approach. Lauded efforts on a global scale can engage communities at the local level, resulting in a different way of thinking.

**Session Chair:**

HE Dr Pál Schmitt (Hungary), President of the Republic of Hungary; IOC Member; Chairman, IOC Commission for Sport and Environment

**Speakers:****Keynote Address: Mainstreaming Environment and Sustainability in Qatar's Long Term Plans: Vision 2030**

HE Sheikh Hamad Bin Jabor Al-Thani (Qatar), Secretary General, Qatar Planning Authority

**Sport as an Inspiration to GRI Sustainability Reporting**

Ms Fiona Pelham (Great Britain), Managing Director Sustainable Events Ltd, appointed as Global Reporting Initiative Event Organiser Sector Supplement Consultant

**QOC Code for Green Sport Venues: A Local Standard Worthy of Global Sharing**

HE Sheikh Saoud bin Abdulrahman Al-Thani (Qatar), President, Gulf Cooperation Council Sport and Environment Commission; Secretary General NOC Qatar; Member of the IOC Commission for Sport and Environment

**FIFA and the World Cup**

Ms Jenitha Badul (South Africa), Director for Greening, Support to FIFA 2010 World Cup Greening, Department of Environmental Affairs and Tourism

**PLENARY 4****How the Olympic Movement is Shaping Change**

Inspiring solutions to environmental issues through the vector of sports organisers can have a transformative effect on social behaviour and actions.

**Session Chair:**

Ms Nawal El-Moutawakel (Morocco), Member of the IOC Executive Board; Chair, IOC Coordination Commission for the Games of the XXXI Olympiad – Rio de Janeiro 2016

**Speakers:****Keynote Address: Influencing by Education**

Mr Gilbert Felli (Switzerland), Olympic Games Executive Director, IOC Olympic Games Department

**The Brazilian Context: Integrating Environmental Considerations in Major Sporting Events**

Mr Volney Zanolini Jr. (Brazil), Deputy Executive Secretary, Ministry for Environment of Brazil

**Sochi 2014: Gateway to the Future**

Mr Grigory Kocharov (Russian Federation), Executive Vice-President, Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games, Sochi 2014

**Blueprint for Change**

Mr David Stubbs (Great Britain), Head Environment & Sustainable Development, Organising Committee for the 2012 Olympic Games and Paralympic Games, London 2012

## **PLENARY 5**

### **Tomorrow's Leaders Today**

A new generation of environmentalists are emerging and standing up.

**Session Chair:**

Mr Frank Fredericks (Namibia), IOC Executive Board Member; Chair, IOC Athletes Commission

**Speakers:**

Ms Tracey Holmes (Australia), Mentor, YOG Young Reporters

Ms Hissa Nasser Al-Nassr (Qatar), YOG Young Reporter

Ms Sonali Prasad (India), YOG Young Reporter

Mr Luke Dufficy (Australia), YOG Young Reporter

Ms Dalma Malhas (Saudi Arabia), YOG Young Athlete

Mr Callum Ng (Canada), YOG Young Ambassador

## **CLOSING CEREMONY**

### **PRESENTATION OF FINAL STATEMENT**

HE Dr Pál Schmitt (Hungary), President of the Republic of Hungary; IOC Member; Chairman, IOC Commission for Sport and Environment

## **CLOSING OF CONFERENCE**

## 3. SUMMARIES

### 3.1. OPENING CEREMONY



**Heir Apparent Sheikh Tamim Bin Hamad Al-Thani (Qatar)**  
**IOC Member; President of the Qatar Olympic committee (QOC)**

HH Sheikh Tamim Bin Hamad Al-Thani addressed the various dignitaries and participatory delegates of the 9th IOC World Conference on Sport and the Environment during the Opening Ceremony. He made reference to the relevance and importance of involving media for a closer co-operation and keeping the public at large informed on how the sporting movement was capable of contributing to a cleaner, secure and more harmonious environment.

The Crown Prince shed light on the Qatar National Vision 2030 and the orchestrated two-decade journey that would impact the broad spectrum of the country's economy, society and natural environment. As an integral component of the Qatari constitution and legislation, the national vision was positioned to actively pursue the established four pillars of human, economic, environmental and social development. He emphasised that Qatar had become a resonant voice in the global community to curb environmental degradation, such as global warming and environmental pollution. A living example of their commitment was the fact that The Emir, HH Sheikh Hamad Bin Khalifa Al-Thani, had contributed a substantial sum for energy and climate change research. Moreover, the QOC along with other national bodies was a driver in the domain of environmental governance and had established a national Commission for Sport and Environment.

He concluded by expressing his hope that the Doha Conference would provide the next steps in further connecting environmental governance to the values of Olympism and stated that sport and its athletes had a significant role to play in helping to safeguard a cleaner and safer future for all.



**Dr Jacques Rogge (Belgium)**  
**IOC President**

 **Original presentation**

Following a warm welcome to the delegates of the IOC 9th World Conference on Sport and the Environment, the IOC President expressed his appreciation to the QOC and the people of Qatar for the warm hospitality extended. He commented that Qatar was well versed in the staging of such global events as was already illustrated by the successful hosting of the Asian Games in 2006, and he noted that Qatar anticipated the opportunity to host more outstanding sports events, such as the 2022 FIFA World Cup™.

He remarked on the long standing collaboration with the United Nations Environment Programme (UNEP) as the IOC's sustainability partner and acknowledged the contribution of UN-Habitat to the Conference Programme. He underlined the importance of environmental responsibility and stewardship as a key theme of the Conference, which was directly related to the mission of the IOC.

He noted that the Conference agenda went further than the reduction of the environmental impact of the Olympic Games and encompassed respect for the environment in all activities related to the world of sport. This collective responsibility was the reason why National Olympic Committees (NOCs), International and National Federations (IFs, NFs) were taking action towards protecting the environment and encouraging social responsibility within their constituency. He stated that the Olympic Movement (OM) had made steadfast environmental progress over the past two decades and that we should continue to ensure that sport is used as a powerful tool and for the benefit of the planet we share and for the future generations who will inherit this earth.



**HE Mr Pál Schmitt (Hungary)**  
**President of the Republic of Hungary; IOC Member;**  
**Chairman, IOC Commission for Sport and Environment**

 **Original presentation**

HE Dr Pál Schmitt expressed his gratitude to the President of the QOC and the host city of Doha for their friendly welcome to the 9th IOC World Conference on Sport and Environment. He extended his appreciation to all speakers, moderators, IOC Members and Commission Members and to the delegates, which included more than 80 National Olympic Committees (NOCs) and 17 international organizations charged with environmental protection. Under the Conference motto, "Playing for a Greener Future", the event would influence future sport and environmental challenges and would contribute expert knowledge to other sporting events.

President Schmitt continued by stating that, for the past 16 years, IOC members had contributed to conferences on sport and environment; these events had resulted in practical and/or potential solutions. He mentioned the International Federation's (IFs) past contributions to environmental protection. He also applauded the role that athletes have played in promoting sustainability and inspiring others, especially youth, to take action. He highlighted the role of sporting events that provided opportunities for grassroots education and how, in these events, environmental and ecological conservation came to the forefront. He added that every event hosting city or organisation should include environmental protection in all phases of planning, implementation, operation and execution.



**HE Sheikh Saoud Bin Abdulrahman Al-Thani (Qatar)**  
**President; Gulf Cooperation Council Sport and Environment**  
**Commission; Secretary General of the Qatar Olympic Committee;**  
**Member of the IOC Commission for Sport and Environment**

HE Sheikh Saoud Bin Abdulrahman Al-Thani stated that it was a proud moment for the QOC to be co-hosting the 9th IOC World Conference on Sport and the Environment. He further stated that "The IOC and the United Nations Environment Programme (UNEP) have developed an influential conference over recent years that has stimulated real discussion and provided thought leadership to the global sports sector. I have no doubt that this will be the case at this year's Conference". The Conference motto, "Playing for a Greener Future", reflected the growing relationship between sport and the environment; this synergy was a key condition for a sustainable future. Local and global organisations should facilitate and combine their efforts in building a sustainable framework for event management.



At present, it seemed that the future of the planet, in terms of natural resources and ecosystems was bleak. He felt that it was this “red flag” that could help to boost an attitude of change and social responsibility towards the environment, by enabling strategic management systems and embedding cultural values in individuals for the need of environmental stewardship.

HH Sheikh Tamim Bin Hamad Al-Thani had already illuminated the importance that the State of Qatar was dedicating to environmental sustainability. The Qatar Vision 2030 was considered to be one of the valued substrates for further development of Qatar and its involvement in environmental policy leadership.

He concluded that the Conference was meant to be a call of action to all concerned; especially directed towards those involved in sports to make the ultimate effort to lead by example for future generations.



**Mr Theodore Oben (Cameroon)**  
**Chief, Outreach Unit, Division of Communications and Public Information, on behalf of Mr Achim Steiner, UN Under Secretary General and Executive Director, United Nations Environment Programme (UNEP)**

 [Original presentation](#)

Mr Theodore Oben extended the apologies of the UN Under Secretary General and Executive Director of the United Nations Environment Programme, Mr Achim Steiner, for his absence during the Opening Ceremony event. He stated that UNEP was proud to be associated with a proactive partner such as the IOC. The recognition received by the UN agency by the OM for the efforts in contributing to sustainable development was a valued testament in itself. He referred to the biennial IOC Sport and Environment Award and congratulated the winners as well as those projects which had been nominated and participated to the Award.

## Presentation of the IOC Sport and Environment Awards

 [Original presentation](#)

The Opening Ceremony concluded with the presentation of the Trophy to the continental winners of the 2nd edition of the IOC Sport and Environment Awards. The IOC President, Dr Jacques Rogge, applauded the winners for their dedication to the environment and stated that “the winners here tonight have embraced the concept of environmental responsibility and are worthy recipients of such recognition”.

The Master of Ceremonies (MC), Mr. T.A. Ganda Sithole, mentioned that the IOC Sport and Environment Award was presented every two years to members of the Olympic Movement (individuals, groups or organisations) who were nominated by NOCs or Continental Associations. This year, 43 candidatures were submitted, with one winner selected for each of the five continents:

Africa: 2010 FIFA World Cup Host City Cape Town

Americas: IX South American Games 2010 Host City Medellin

Asia: Japan Swimming Federation

Europe: National Olympic Committee and Sports Confederation of Denmark

Oceania: National Olympic Committee of the Marshall Islands

A special Award was given to the NOC of Qatar for its commitment to the environment and sustainable technology, including its goal of delivering zero-carbon, solar technology to cool its 2022 FIFA World Cup™ stadiums and training sites.

### 3.2. PLENARY 1

## The Olympic Movement at the Heart of the Environmental Debate: Rio 1992 to Rio 2012 to Rio 2016



**Dr Jacques Rogge (Belgium)**  
IOC President

 **Original presentation**

The IOC President, Dr Jacques Rogge, opened the session by thanking the attending conference delegates and HH Sheikh Tamim Bin Hamad Al-Thani, the President of the Qatar Olympic Committee (QOC) for hosting the IOC's 9th World Conference on Sport and the Environment. He commented on the opportune timing of the event in view of the upcoming United Nations Conference on Sustainable Development Rio+20 in 2012.

The President stressed the historical importance of the 1992 Earth Summit, held in Rio de Janeiro, as a pivotal moment that served to raise awareness and evoked a sense of urgency in the way governments, non-governmental organisations (NGOs), corporations and individuals acted and served to change the thinking on use and management of natural resources. He reminded the delegates that this initial realization was later reinforced in the 1994 Centennial Olympic Congress in Paris during which the OM decided to embrace environmental sustainability as part of its core mission. The IOC's commitment to the environment went beyond self-interest; it was based on values and he asked that participants keep in mind that the obligation to use sport as a tool for positive change at the societal level would serve to advance environmental sustainability which was in all probability linked to our very survival as a species.

He remarked that the year 1994 was the springboard for the collaboration with UNEP and in 1999, the direct call to action in the creation of the OM Agenda 21, modelled after the international community's Agenda 21. He gave examples of tangible and measurable results that had been achieved through the various editions of the Olympic Games to date and the specific actions demonstrated by NOCs, IFs and NFs with their own innovative and inspiring "green thinking" on event management.

He summed up by stating that in approaching the 20th anniversary of the 1992 Summit, the OM was part of a cascade of staging global green events which would hopefully result in a structural and lasting involvement of sport in answering the call of environmental responsibility.



**Mr Achim Steiner (Germany)**  
United Nations Under-Secretary-General; Executive Director,  
United Nations Environment Programme (UNEP)

 **Original presentation**

Mr Steiner expressed his satisfaction in joining delegates in Doha on the occasion of this World Conference. He stated that this event found its importance in the aspirations and hopes to preserve the environment and as well expressed his desire to see this conference becoming a structural part of the environmental protection activities of the international community.

He referred to the country of Brazil where he had recently been a part of the discussion on environmental impact of three upcoming major events (i.e. the UN Conference on Sustainable Development 2012

or commonly referred to as Rio+20, the FIFA World Cup™ in 2014 and the Olympic Games in 2016). He commented on the power of sport to enlist global public awareness, a point that was not lost on the Brazilian hosts of the Rio+20 Conference who had recognised the virtue in linking the upcoming Earth Summit in 2012 with major sport events in the country to catalyse innovation and the contemporary perspective on sustainable development. He was pleased to announce that UNEP would be signing a Memorandum of Cooperation with the Brazilian authorities in order to provide their collaborative expertise in 2014 and 2016, respectively. He also briefly spoke about the “mixed score card” of nations’ achievements to meet the Kyoto Protocol in light of emissions trading and smart mechanisms to reduce greenhouse gas emissions.

He stated that the Olympic Games represented one of the pre-eminent public events, benefitting from wide exposure and appeal. He pointed to the harnessing of the multi-billion procurement policies of the Olympics and its potential to shift markets in areas ranging from the construction sector to those involved in catering and sporting goods.

He concluded by remarking that the story of incorporating sustainability into sports has been an inspirational evolution of the past two decades and the empowering of young people to lead the way in embracing the environmental dimension of sport would do much to accelerate and solidify the engagement of sustainable development for the coming 20 years.



**Intendant General Lassana Palenfo (Ivory Coast)**  
**IOC Member, President, Association of National Olympic Committees of Africa (ANOCA)**

 [Original presentation](#)

In his opening statement, General Palenfo referred to the 3rd IOC World Conference on Sport and the Environment that took place in Rio de Janeiro (1999), and served to confirm the IOC’s engagement towards the environment by making it the third pillar of Olympism alongside sport and culture. He explained how negative actions towards the environment eventually lead to a chain reaction with adverse consequences and impacts for human well-being (e.g. running out of fossil fuel, explosion of food costs, followed by hunger).

He further added that the absence of a climatic equilibrium negatively impacted the biodiversity of natural systems, which could in turn cause additional environmental damage. The deterioration of the environment directly impacted the capacity of humans to survive within their respective ecosystems. Hence, the whole world and diverse stakeholders needed to combine efforts in order to offset the consequences of the current environmental degradation.

Sport being a universal language and platform of interaction could be utilised to sensitise all cultures for the necessity of environmental governance. He provided the example of the OM Agenda 21 that was a visionary policy leading document for the sporting movement. Finally, General Palenfo concluded by asserting that sport and environment were closely intertwined and it was essential that the OM established a consensual and strong strategic framework in order to undertake sustainable and effective development initiatives.



**Ms Sue Riddlestone (Great Britain)**  
**Executive Director, BioRegional Development Group**

 **Original presentation**

Ms Riddlestone explained how the implementation of sustainability initiatives was going to be one of the most important issues that would mark the field of sport and environment in the future. She depicted how currently the global human ecological footprint largely exceeded the world's bio-capacity and that if the entire global population was to continue its present consumerism, additional planets would be needed to cover our resource needs.

Ms Riddlestone explained how BioRegional delivered a practical approach based on the sustainable concept of "One Planet Living" and was to be applied in the organisation and execution of the London 2012 Olympic Games. She carried on to explain that the organisation's approach was based on a simple, holistic concept and framework to communicate and implement sustainability according to 10 fundamental principles while controlling resource consumption, adverse effects and committing to be pioneers with respect to sustainable food and construction materials.

She concluded that BioRegional's actions had delivered a successful awareness programme and helped to develop some of the recent business strategies in terms of sustainability and environmental impact.



### 3.3. PLENARY 2

## The International Community Sustainability Agenda: The Way Forward Through Sport



**Dr Tarek El Sheikh (Kuwait)**  
**Chief of UN, Habitat Office Kuwait**

 **Original presentation**

Dr El-Sheikh opened his presentation by pointing out that youth were numerically located, for the vast majority, in urbanising countries; moreover, they often had no jobs and no voice under present circumstances. He explained that urbanisation in the region was above global average.

In order to make the necessary changes to improve the living conditions of the urban poor and slum dwellers, one must deal *prima facie* with the challenges facing youth. He mentioned that UN-Habitat, the UN agency for human settlements helped countries to transform their cities into safer, healthier, greener places with better social opportunities where everyone, including the urban poor, could live in dignity.

In 2009, the IOC and UN-Habitat signed a Memorandum of Understanding (MoU) aimed at promoting youth empowerment through sport by targeting mainly vulnerable and disadvantaged urban communities worldwide. Sports programmes were a cost-effective way to contribute significantly to promoting a livable and healthier city environment.

Indeed, during the 58th Session of the UN General Assembly (2003) a resolution was adopted on the role of sports as a means to promote health betterment, education, development and peace. The resolution called on governments and specialised agencies to promote the role of sports and physical education (PE) for all when furthering development programmes and policies.

Dr El-Sheikh further expanded on a number of socio-economic objectives such as: (i) generate wealth, (ii) enhance social development, (iii) employment and (iv) incubators of opportunities, versus current challenges such as (i) poverty, (ii) exclusion and marginalisation and (iii) environmental degradation linked to city life. It was estimated that by 2050 the world population would rise to 9 billion citizens. He pointed-out that if societies would proceed as they have done in the past, this would lead to massive overcrowding, unemployment and extreme poverty.

Dr El-Sheikh recommended that the objective of building green and sustainable cities could be accomplished if youth were to be incorporated as the key agents for change. He reminded the delegates that the effects of some sports events in the past had lead to the achievement of identifiable progress in the enhancement of lives for youth living in impoverished circumstances. He concluded by sharing a number of examples wherein the progress towards a more viable, healthy and habitable community was being addressed.



**Mr Naji Edde (Qatar)**  
**Director of Mechanical Engineering and Industry Department,**  
**Dar Al Handasah Consultants**

 [Original presentation](#)

Mr Edde communicated about the innovative cooling technology that would be used in the building of the stadium facilities for the FIFA World Cup™ 2022 in Qatar. The stadium would have zero carbon emission cooling facilities using solar technology in the form of photovoltaic cells (PV cells). This same environmentally friendly, carbon-neutral technology would be available for training sites, and fan zones ensuring an enjoyable experience for the spectators and athletes alike.

Legacy was at the forefront of the facilities and complied with the Leadership in Energy and Environmental Design (LEED) standard implementing practical and measurable green building, design, construction, operations and maintenance solutions. The facilities were designed in a modular system and could be reduced in size after the event to fit local football and other community needs.



**Ms Steff Gaulter (Great Britain)**  
**Senior Weather Presenter, Al Jazeera English**

 [Original presentation](#)

Ms Gaulter gave insight into why tsunamis are the worst and most devastating phenomenon to have happened in recent times. She focused on the human factor and the causes and characteristics of the earthquake and consequent tsunami, that affected Japan in 2011. She also delved into the actions to prevent or reduce the impact of future occurrences.

To put the effects of the latest earthquake in Japan in context, she mentioned that the most recent tsunami caused 13,228 lost lives and 14,529 still missing compared with the 2004 Indian Ocean tsunami, in which 250,000 lost their lives and the sheer destruction and unpreparedness was devastating for the countries affected in Asia.

She then addressed a pivotal question in asking “What Can Be Done to Prevent Tsunamis?” the fact that the country of Japan was situated on the joint of “four different plates” makes avoidance of earthquake and tsunami activity relatively minimal. The only recourse was the creation of a better early-warning system and to hike up the accuracy of prediction to reduce false alarms.

Ms Gaulter concluded by addressing the need to improve awareness among people regarding natural disasters. She pointed out that during reconstruction of villages and cities, sport played a role in supporting children and young people to regain confidence, resilience and familiarity within the devastated surroundings.



**Ms Jill Savery (USA)**  
**Olympic Gold Medallist (Synchronized Swimming, 1996)**

 [Original presentation](#)

Ms Savery, former Olympian, provided a contemporary perspective into making sport more sustainable and using sports to promote this objective. She stated that modern society was well equipped in terms of knowledge, technology, research, tools and know-how to achieve more sustainable sporting events. She touched on fostering sustainability at the Olympic and Paralympic Games including the areas of event management, sustainable development in urban regeneration and event legacies, corporate sponsorship activation and maximizing engagement with sport event audiences.

She presented four examples where sport could be seen in supporting the UN Millennium Development Goals (MDGs) in the light of achieving environmental sustainability: (i) the Clean Water Through Sport programme that was proposed by the Chicago 2016 bid which was an example of their blue and green Games strategy, (ii) Sports organizations developing robust plans that work in order to minimize green house gas emissions, (iii) Vancouver 2010 and London 2012 committed to achieve far reaching goals to put a lasting impact on their respective habitats and increasing biodiversity and, (iv) the partnership of sporting goods manufacturers in recent the World Cup™ South Africa campaign "Play for Life".

She believed as a former athlete that athletes as a group could be a powerful role model for youth in showing responsibility and stewardship for the environment. Ms Savery mentioned the IOC's role as an important gatekeeper and catalyst in helping to reach a level of global sustainability. She referred to the fact that the protection of the environment was enshrined in the Olympic Charter and this projected the Olympic Movement as a major and active player in the sustainable development debate.

## Dialogue

In summing up the session, Mr Botero-Philippsbourne stated that the socio-economic dimension of sport and the environment had been well addressed in the Session.

Comments revolving around the impact of natural disasters such as the one which had affected Japan were brought to the forefront. It was clearly understood that the amplitude and consequences of such a phenomenon deeply affected the country itself but also had global resonance. In this instance, the sporting movement could engage by extending a helping hand to the people affected by a natural disaster. One such example was the Moto GP in Doha event following the tsunami in Japan and during which participating riders showed their support to the victims in the first lap of the event. The importance of sport as per its ability to bring communities together following natural disasters was also mentioned in this respect.

The role of human society and its impact on climate change as a possible cause of natural disasters was highlighted. Specifically, whether there existed statistical data associating the human impact on natural disasters versus non-human influences in the occurrence of such phenomena. The panel stated that recent incidents had not been caused by human influences, yet recognized that natural disasters could become more exacerbated because of human factors.

### 3.4. PARALLEL A – DIALOGUE

#### Green Agenda at the Heart of the Green Economy: Olympic Partners Show the Way



**Mr Satinder Bindra (India)**  
**Director Communications and Public Information,**  
**United Nations Environment Programme (UNEP)**

 [Original presentation](#)

Mr Bindra commenced by declaring that because a “healthy” environment was central to sustainable development, it was then vital that there be a transition from information into action to develop greener economies. To this end sport could be used as a powerful tool to convey the message. He mentioned that it was important to not only define a green economy, but also to provide specific plans and that UNEP helped to design practical solutions that were applicable and replicable.

Mr Bindra defined the green economy as one that resulted in increased human well-being and social equity, while significantly reducing environmental risks and safe guarding ecological scarcities. Investment, whether it was public or private, could potentially lead to increases in employment, reduced poverty and GDP growth rates. In fact, the OM enabled host countries to implement new technologies and invest in energy efficient transportation means, as well as creating a new infrastructure while attracting tourism. Hence, the close ties that existed between sport, sporting events and a sustainable environment.

In closing, Mr Bindra focused on the importance of developing solutions and looked at the success stories from past events (e.g. Beijing 2008; Shanghai Expo 2010; Vancouver 2010) as examples that had changed the global sustainable development approach of cities and countries.



**Mr Sandro Sato (Brazil)**  
**Commercial Manager for Olympic Operations,**  
**Dow Brazil S.A.**

 [Original presentation](#)

As a representative of the IOC’s worldwide TOP partner programme, Mr Sato focused on the Dow vision and stated that “by adding the human element to the equation, chemistry becomes the work of humanity”. Dow Brazil’s corporate strategy in regard to sustainability extended beyond making products; it entailed finding answers to existing gaps and challenges on a region-specific basis.

There was a strong commitment to sustainable development prior to hosting the Olympics in 2016. One of the great concerns in Brazil was the food production for a growing population while at the same time preserving the ecosystems of the Amazon region. He shared several examples of environmental pathways using available technology and putting in place a solid approach that used land for sustainable food production by a cooperative framework of all stakeholders (e.g. NGOs, ranchers, private companies and the government) to develop more sustainable range and pasture production through model farms, stronger engagement, efficient use of resources and increase in productivity.

Mr Sato also raised the challenge to be faced by the Rio Organisers with regard to the transportation infrastructure and the need to find sustainable solutions: durable, easily applicable, cost efficient and functional.





**Mr André Gorgemans (Belgium)**  
**Independent Sports Professional**

 **Original presentation**

From Mr Gorgemans' point of view, the relationship between sports and the environment was that of an “unfinished symphony”. He reiterated that all human activities including sports events and facilities had an impact on the environment, thereby creating an ecological footprint. The negative impact lay in the economics, the production and commercial aspects of sports. He stated that there needed to be modifications in the sporting goods industry perspective. In regard to sustainability, he called for transparency and support to environmental interests, which included the reduction, re-use and recycling approach in the production of new sporting materials.

Mr Gorgemans highlighted the involved criteria for sustainable development in sport and provided recommendations for the industry. Last but not least, he presented the various steps taken by the IOC to ensure an environmental legacy for tomorrow's athletes and fans by placing sport as an actor rather than a hurdle for sustainable development.



**Mr Naif Al Shalhoub (Saudi Arabia)**  
**Environmental Awareness and Information Committee**  
**General Secretariat of the Gulf Cooperation Council (GCC)**  
**for the Arab States**

Mr Al Shalhoub started by discussing the key aspects of the issue at hand – sport for youth – the corresponding GCC values and its support for the green shift that was taking place as a fundamental viewpoint encompassing all GCC countries.

He remarked that in order to implement “good practices” within the context of sustainable development, the varied segments of GCC society had to be made aware and further educated about the current environmental situation. He believed that sport could be used to provide a rapid and efficient increase in environmental awareness and advocacy.

He concluded by acknowledging that the lack of safeguarding natural resources and stewardship to date in the region had already caused the development an even weaker ecosystem. Subsequently, he shared recommendations in order to offset the negative impacts. Among different options, Mr Al Shalhoub highlighted the concept and framework of sustainable environmental development, empowering environmental movements and committees to act on the OM Agenda 21 such as exchange of expertise and experiences for global environmentally friendly events.



**Mr Joachen Schaefer (Germany)**  
**World Federation Sporting Goods Industry (WFSGI)**

 **Original presentation**

Mr Schaefer commented that the topic of environmental protection and sustainability was of key importance within the WFSGI. He mentioned the Code of Conduct (2000) which incorporated: (i) integrating sustainability principles into business decisions, (ii) responsible use of natural resources, (iii) reducing and avoiding pollution and waste and (iv) designing and developing products within the principles of sustainability. He also underlined the importance of best practices in order to implement continuous improvements towards greener economies in all operational procedures and supply chains.

He emphasized the importance of being visionary and pioneers in order to create an eco-friendly environment. He mentioned how the IOC and its partners played significant roles in attracting talented people and spreading the concept of being adaptable to innovation and providing new developments for greener economies. Mr Schaefer referred to Qatar as an example of a country with a significant GDP and economic growth but also with an eye to the future. He also underlined the importance of organizations that could “think outside the box” and could move towards environmental innovations and technological development.

## Dialogue

In the wrap-up of the session, Mr Mizuno pointed out the importance of devoting more action towards building the framework for the application of green economies rather than delving solely into theoretical principles.

One of the first issues commented on was the ability of nations/cities to cope with the demanding innovation and know-how associated with environmental sustainability and the hosting of mega-sporting events. This signified a reference to sustainability management systems which defined the requirements to ensure an enduring and balanced approach to economic activity, environmental responsibility and social progress related to staging events. Such a framework required organisations to identify and acknowledge the effects that their activities have on the environment, on society and on the economy in order to put measures in place to minimise the negative effects.

The panel commented on how the IOC within the Olympic Games cycle provided guidance and access to sustainable event management systems in the form of the Olympic Games Impact study (OGI), the Global Reporting Initiative (GRI) and the associated ISO standards.

Mr Bindra voiced the importance of using different languages, platforms, distribution channels and approaches to activate people. He also stressed the necessity to foster collaboration between nations, institutions and partners on environment friendly concepts.

In addition, the importance of educating people regarding environmental governance was discussed. Change could be facilitated for the younger generation if the correct education, language and media were implemented.

In conclusion, it was acknowledged how environmentally responsible socio-economic solutions, when provided, could create employment opportunities, reduce poverty and use resources more efficiently. However, the further involvement of corporate partners was needed to make continued progress on this pathway.

### 3.5. PARALLEL B – DIALOGUE

#### The Sustainable Yield: Views from the Continents



**Mr Omar Diagne (Senegal)**  
**Deputy Secretary General, NOC Senegal**

 **Original presentation**

Mr Diagne communicated the role of sport as a vehicle for sustainable development in Africa and how sports events and activities could be used to promote solutions to environmental, economic and social, problems in the continent. He alluded to specific projects such as recovery of natural reserves, recycling of plastic waste, identifying renewable energy resources, access to clean water and waterways and preventing soil erosion.

As an example, he mentioned that South Africa recently instituted a “no car day” to encourage people to indulge in physical activity and advocated exercise in public spaces. This initiative was taken with the aim to unite people and address the actions of the respective NOCs to help save the planet.

Mr Diagne concluded by stating that within the framework of the IOC’s policy on sustainable development, a continental seminar had recently been held in Nairobi, Kenya and a key outcome had been the consensus reached by the 46 National Olympic Committees (NOCs) from Africa putting forth recommendations for action and follow-up. Within this new organisational architecture for ANOCA, the proximity of the Continental Association to UNEP, the mandated UN agency for sustainable development was taken into consideration and importantly, there was agreement on the need to develop key performance indicators showing NOCs levels of involvement and commitment to the environmental agenda.



**Ms Gunilla Lindberg (Sweden)**  
**IOC Member; Secretary General, Association of National Olympic Committees (ANOC)**

 **Original presentation**

Ms Lindberg prefaced her presentation by mentioning three important events that in her perspective had made the “hot” topic of sport and environment more visible than ever before: (i) the 8th IOC World Sport and Environment Conference that took place in Vancouver (2009), (ii) the 2009 Olympic Congress in Copenhagen which featured the biggest sports gathering ever and wherein NOCs were cited as an integral part of the recommendations that came out of the event, (iii) the 2010 ANOC General Assembly in parallel with the first sports ministers convention in Acapulco focusing on the collaboration between governments and NOCs regarding sport and the environment.

She acknowledged that the 204 NOCs all have their respective national problems but a commonality was the power of youth as a source of change and awareness. This was evidenced during the first Youth Olympic Games (YOG) in Singapore.

She referred to the programme “Sustainability for Success” which Sweden had recently embarked upon under the flagship project led by AF wich was today the “Green Advisor” for the NOCs of Sweden, Norway, Finland and Switzerland. A unique facet of the programme was that it did not require extravagant resources, was built on the intrinsic knowledge of sports, and was conceived to meet the needs of a non-homogenous target group.



**Ms Barbara Kendall (New Zealand)**  
**Member of the IOC Commission for Sport and Environment;**  
**Member of the IOC Athletes Commission**

 [Original presentation](#)

Ms Kendall presented the New Zealand project “Litefoot” (2008), a charitable trust established to inspire New Zealanders to become environmental champions. The aim of this project was to motivate people to bring about changes in their own lives and behaviours with respect to the environment. In order to achieve this green initiative goal, seven top Kiwi sports stars served as role models and led the way by example.

The strategy used for this project was to ensure that New Zealand would reduce its CO<sub>2</sub> emissions by 1 million tonnes over the next three years. In order to make the project transparent, measuring the impact of this initiative on the ecological footprint was necessary; this was done through a monitoring and evaluation process. The objective set would only be reached by setting realistic reduction goals and also by taking actions to reduce counterproductive influences by inviting influential partners to join the project. Lastly, and to ensure consistency, results were to be measured on a monthly basis.

Ms Kendall closed by saying that the important pathway to follow for NOCs, IFs and the IOC was to encourage and increase sustainable actions in the same way they structure their own organizations to further support environmental sports projects.



**Mr Kyung-Sun YU (Republic of Korea)**  
**Chairman of the Environment Committee,**  
**Olympic Council of Asia (OCA)**

 [Original presentation](#)

Mr Yu informed the delegates about the accomplishments of the Olympic Council of Asia Environment Committee (OCA EC). The OCA EC was initiated in 2007 to encompass environmental issues relating to the planning and legacy of regional events and to highlight the activities of the 45 member NOCs.

Mr Yu pointed out that the Committee faced considerable challenges such as the growing population and increasing poverty within the Asian continent. In the interim, the OCA EC had managed to accomplish several achievements such as (i) the creation of an environmental commission to guide the scope of respective NOC activities, (ii) the development of environmental awareness through campaigns and distribution of educational messaging at major sport events, and (iii) the evaluation and monitoring of local sporting events from an ecological perspective.

Furthermore, the OCA EC had planned to expand the objectives in this domain by setting environment standards, for optimal use of natural resources and eco-friendly materials, as well as application of renewable energy.

Finally, Mr Yu explained that the OCA EC was aiming to establish an Asian Regional Forum to serve as a platform for sharing good practices and establish a Sports and Environment Award to recognise such actions.



**Mr Terry Sasser (Marshall Islands)**  
**Secretary General, NOC Marshall Islands**

Mr Sasser explained how crucial the trend of sea level change was impacting the South Pacific region. He commented that primarily as a result of human-induced climate change, the sea levels were on the rise. He further underlined the importance of governmental support and the role of the IOC as an effective deliverer of environmental friendly and sustainable messaging and action plans.

He stated that the NOC of the Marshall Islands had started mobile run campaigns, successfully visiting schools and educating young students in environmental issues. The campaign included classroom activities, dialogue sessions to engage students combined with the element of sport. The IOC Commission motto, “Think globally; act locally”, was the cornerstone of the Marshall Islands framework.

## Dialogue

An update concerning the progress, evolution and status in refining strategies for developing environmental education competencies through collaboration with UN agencies such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) was requested. The panel replied by further discerning the roles of educational organisations and that of the sporting movement, the latter focused on using sport as an educational tool. An example was given of the New Zealand Curriculum Framework which reinforced the commonly held values of individual and collective environmental responsibility. An integral component of the curriculum framework was that of environmental education which provided a relevant context for identifying, exploring, and developing values and attitudes ensuring students' active participation in maintaining and improving the quality of the local, national, and global environment.

Additionally, the question of the population increase in the Asian continent and its large number of people living in deprived communities was raised. The problem was acknowledged by the different members of the panel who pointed out that although one person could bring about a big difference, the outcome would be of greater value and amplitude if carried out by a cohesive group. The OCA worked to make steadfast progress in this area and was targeting such projects as the protection of the Indonesian rainforest and using values-based education to encourage the public to participate in this awareness process. This was done either by becoming active players or by promoting traditional tribal games in order to spread the message of protecting the rain forest's legacy.

### 3.6. PARALLEL C – DIALOGUE

#### Sport and its Ecological Footprint



**Mr Simon Balderstone (Australia)**  
**Director; Ways and Means Consultancy Pty Ltd;**  
**Environment Advisor**

 [Original presentation](#)

Mr Balderstone provided an historical reference on how the sports and events sector had evolved from very little consideration of the ecological footprint to an increasingly strong desire to minimising environmental impact. There was a development to optimise the environmental project and secure a sustainable legacy. He underlined that while sport and athletes remain the core of an event, there was a parallel responsibility and leadership role for the sports sector in relation to environmental governance. In this regard, he also referred to the fact that bidding procedures, unrelated to the outcome, could lead to significant legacies.

Positive achievements, according to Mr Balderstone, were to be achieved through the rehabilitation of landscape, engendering the use of environmentally friendly products and through public awareness campaigns that would have an influence and potential to bring about a transformational public mindset. Technologies and knowledge transfer had created awareness on environmental principals regarding the planning, organizing, and execution stages of sporting events. The ecological footprint and how to minimize its impact needed to be taken into account from the early stages on to maximize sustainable legacies and environmental benefits for the future.



**Mr Qiang Song (People's Republic of China)**  
**Director of Policy Research Division,**  
**Beijing Municipal Environmental Protection Bureau,**  
**People's Republic of China**

 [Original presentation](#)

Mr Song's thematic message focused on the environmental progress through sport, in which he used the Beijing Olympic Games as a case in point. He exemplified a possible reduction of the ecological footprint of sports activities through: (i) defining the ecological footprint of the event scope, spectators, facilities, etc., (ii) creating a driving force in transforming theory into action, and (iii) being alert to technology but also to economic constraints. He argued that sport facilitators should pay attention to environmental governance through the bidding process, allocation of the event, event preparation, all the way to a post-event legacy and evaluation.

He mentioned a number of solutions that came out of the Beijing Games such as the green awareness and education transmitted to the population (i.e. Chinese people realised they could decrease environmental pollution in their daily lives). The population further experienced working in sustainable office buildings, better living conditions and an improved quality of life; the people of Beijing were active partners in this development.





**Dr Erich Vogt (USA)**  
**Professorial Lecturer, American University**

 **Original presentation**

Originating from an environmental political perspective, Dr Vogt raised the importance of setting greenhouse gas emissions (GHG) caps by sporting organisations. He proposed that the sporting movement for their premier events should set a GHG reduction by 7 to 9% for each quadrennial event. He underlined that the IOC, as well as international sports federations (IFs) should more aggressively put in place projects designed to minimise their footprint.

He mentioned that the international community can no longer leave it in the hands of governments to come to mandatory agreements against climate change. These ecological targets needed to be revised and tightened so as to reduce the number of permits to make emission efforts more meaningful. He proposed that such an approach established a fixed reduction rate in accordance with the national GDP per capita so as to put to rest the long contested equity positions between developed and developing countries. He also raised the possibility for host cities and/or countries to manage ecological targets in close collaboration with experienced climate change financiers from either the private and/or public sector. Furthermore, they could decide to meet emission targets by way of internal or domestic processes or through offsetting streams – or a combination of both. He concluded by asserting that viable solutions would only be reached through a negotiations process involving all stakeholders.



**Ms Brenda Metropolit (Canada)**  
**Director of Sustainability Initiatives,**  
**Environment Canada**

 **Original presentation**

Ms Metropolit focused on how Vancouver 2010 had made considerable efforts on minimising the ecological footprint of hosting the Winter Olympic Games; which had proved to be highly successful.

The approach took into account that sustainability meant different things to different people, thereby defining the scope of a sustainability programme as a critical success factor. By thinking sustainable in all stages of the event, the combination of social, economic and environmental approaches led to key performance areas (e.g. accountability, the environment, aboriginal participation). Green development had resulted in the construction of LEED certified buildings, barrier free accessibility, smart transportation systems, waste reduction and environmental assessments for newly built facilities. In addition, a high priority was given to showcasing innovation and action, which was done through the creation of a “Star Programme” that celebrated innovation in sustainability by recognizing initiatives by partners and sponsors.

Another initiative put in place to ensure youth and athlete engagement strategy, consisted in inviting young Canadians aged 13 to 24 years to inspire people to live more sustainably during the Games and beyond through a nationwide “Do Your Part – VANOC Sustainably Video Contest”. She denoted as well that federal sustainably development strategies demonstrating leadership in green governmental operations could be achieved, and green facilities of the 2010 Olympic Games could serve as best practice case studies for upcoming host cities.



**Ms Elena Subirats (Mexico)**  
**Delegate, NOC Mexico**

Ms Subirats spoke about environmental governance objectives and argued that these would not be easily met in the case of Mexico. She explained how the circumstances within the country complicated matters because of the difficulty of converting landfills into places for entertainment or sport facilities. Nevertheless, she believed that necessary steps would be taken in order to safeguard protection of the environment. Furthermore, she added that there were already various projects initiated by different sectors in this field.

One of these national initiatives consisted of running general public press conferences and media briefings with topical themes at local level. Another approach consisted of the organisation of workshops that included relevant sectors and local corporate sponsors. In addition, the NOC reviewed plans trying to motivate and reward stakeholders as well as evaluate the interventions in order to make the process transparent and measurable.

## Dialogue

The possible negative effects of increasing the environmental benchmark was addressed. The panel replied that indeed there was a risk; however uniformity was paramount in order for the approach to be consistent. It should be clear that these benchmarks had to address environmental commitment as well as avoid unrealistic objectives.

The issue of environmental legacy was discussed, as well as how it should be measurable over defined periods of time. It was stated that green buildings and facilities could serve in this case as examples: after receiving the green certificate, continued monitoring was no longer included or imposed. It was proposed for the future to measure sustainability after several years, so that qualitative and quantitative appreciation could be determined.

A primary focus concerned carbon footprint reduction and how the Olympic Movement was able to guide governments through this process. The panel replied that global climate change played a major role and that national interests could potentially be constricting factors towards the achievement of an overall agreement. The UN had already faced this problem as an institution, trying to coordinate global change. Moving the discussion to the national and sub-national parties showed that the objectives were not only steered by governments, but that industries could take the lead along with the sporting movement. If carbon taxing was to be established in the future, governments might join and find additional interest in addressing such matters. It was made apparent that there was a need to find the right argument, time and place to bring all parties around the table to find consensus.

From a financial perspective, it was clear that there was an economical cost associated to the reduction of environmental risks, while there was also a threat that sponsors would primarily take care of their reputational image with respect to environmental governance. Moreover, it was stated that collaboration with governments meant putting together a strategy “piece by piece” which could indicate a gradual progress.

In summary, enhanced communication was crucial and investments in innovative thinking had to be supported by corporate sponsoring and other relevant stakeholders.

### 3.7. PARALLEL D

#### Taking the Barometer on the Green Debate



**HE Mr Abdallah Bin Aboud Al Mahdadi (Qatar)**  
**Minister of Environment**

HE Mr Al Mahdadi confirmed the importance of the green debate and stressed that environmental sustainability was one of the main pillars of the Qatar National Vision 2030. He addressed the aforementioned issue with regard to the future of the economic, social and industrial sectors.

The State of Qatar, because of its aim to foster a sustainable environment, was concerned with matters relating to air pollution, climate change, biodiversity, environmental quality and education in the region. In fact, the research centres of Qatar contributed to the monitoring initiative that aimed to control levels of pollutants that harmed the environment and as well to reduce the emissions of carbon dioxide (CO<sub>2</sub>) in the atmosphere. He touched upon Qatar's bid to host the FIFA World Cup™ 2022 football and argued that this represented a significant element of the plan for the construction of facilities according to more modern and more sustainable methods.

Regarding biodiversity, Qatar worked on a strategy that had been announced in 2005. Qatar was also a signatory to various treaties concerning biological diversity such as the CITES Convention and the Cartagena Protocol. HE Mr Al Mahdadi concluded by putting forward the fact that Qatar used 33% of its land as natural reserve habitat.



**Mr Ed Hula (USA)**  
**Founder and Editor, Around the Rings**

 **Original presentation**

Mr Hula brought to light 20 years of experience writing and covering the Olympic Games.

He pointed out that the difference between the past and present for media covering the Olympic Games and sporting events was that there had been no previous reference in their reporting to the environment. In terms of training and expertise, sport journalists were good in describing sporting events, yet it was unusual for them to focus on technical environmental issues in relation to sport.

Mr Hula also raised the question of understanding what could be done to make green issues an integral component of sport journalistic reporting. Following the 1994 Congress in Paris, sport and environment had become united to achieve and secure a sustainable approach. He provided the recent Games in Vancouver as an example of making the environment the focal point of newsworthy stories. He concluded by stating that this conference provided sports journalists with the opportunity to focus more on the environment, thereby creating a link with sport.



**Dr Saif Al Hajari (Qatar)**  
**Vice Chairman, Qatar Foundation; Chairman**  
**of the Friends of the Environment Centre;**  
**Qatar Sport and Environment Committee**

 [Original presentation](#)

Dr Al Hajari discussed his experiences with regard to citizenship and the environment. He stressed that sport was not only a race for the first place but also a “school of life” where one acknowledged the importance of personal and social values.

He steered the discussion towards the importance of Olympic values such as: self-confidence, discipline as well as the development of body, will, and mind. He mentioned that through the practice of sport, every athlete had the possibility to acquire skill sets and develop further dispositions.

With regard to sport and environment, Dr Al Hajari focused on major principles which he believed could reinforce behavioural change towards a respectful connection to the ambient environment. In an attempt to reunite sport, culture and the environment, He stressed that: (i) a solid strategy had to be put in place through which it would be imperative to address programmes according to age groups, that suited the various segments of society; (ii) to maintain children as the core target of programmes to ensure sustainability and that their interest was taken into full account; (iii) to make environmental protection a collective responsibility; and (iv) call upon all stakeholders to adopt sportsmanship visions that could be instrumental in reshaping the environment.



**Ms Ingrid Beutler (New Zealand)**  
**Manager, Sports Social Responsibility**  
**Department, SportAccord**

 [Original presentation](#)

Ms Beutler commenced by presenting the organization of SportAccord and defining the role of its social responsibility department, where the aim was to promote sport at all levels, as a means to contribute to the positive development of society. In addition, an important objective was to develop specific services for its 105 members. This encompassed assistance, training and support in harnessing the power of sport to contribute to positive social change and help to achieve the UN Millennium Development Goals (MDGs). Moreover to support and promote sustainability amongst its members, to ensure that the social, environmental and economic impacts and opportunities of their activities were responsibly managed. To this end, in 2010, the Sport and Environment Programme was created within the Sport Social Responsibility Department.

Ms Beutler presented a number of IF case studies and explained how they applied key environmental policies within their organisational structure. She further presented and analyzed the cyclic model established by SportAccord to promote sustainable events on the basis of six steps: (i) defining the policies and guidelines for sustainability, (ii) identifying and engaging the stakeholders, (iii) setting objectives and key performance indicators, (iv) implementing, (v) measuring, and (vi) checking and reviewing.



**Mr Timothy Challen (Great Britain)**  
**President, Kilimanjaro Initiative**

 [Original presentation](#)

Mr Challen focused his presentation on the progress and development in Nairobi, Kenya. Through the use of visual material, he showed delegates the poor environmental conditions that afflicted Kibera City. The region was not only affected by huge amounts of garbage abandoned on the ground but also suffered from one the most contaminated resource bases, such as pollution of waterways.

The Kilimanjaro initiative in Kibera helped raise awareness about the upkeep of the local environment through citizen based actions. The initiative aimed to help fund the community and raise awareness through education in order to remedy the poor environmental conditions. Mr Challen explained that it had become an annual event to organize development activities in addition to the different awareness campaigns. He further added that more recently an initiative had been launched to assist and encourage young people to clean-up garbage and waste, thereby stimulating them to explore nature as well as the environment beyond their routine borders.

### 3.8. PLENARY 3

## Think Globally, Act Locally: Factoring Environmental Sustainability in the Planning Phase



**HE Sheikh Hamad Bin Jabor Al-Thani (Qatar)**  
**Secretary General, Qatar planning Authority**

HE Sheikh Hamad Bin Jabor Al-Thani began by reviewing the importance of the environmental pillar of Qatar's Vision 2030 and the key position that the country attributed to the environment. Furthermore, he looked at the functioning role of the integrated Qatar Sustainability Assessment System (QSAS) and how it affected the path for a future dominated by economics but based on social aspects, in order to protect nature and safeguarding the environment.

Due to the rapid development of industries, technology and the population increase, the scientific community loudly voiced a demand to give more care and attention to the environment. He further added that the current economic development rate affected climatic change, which could lead to the occurrence of natural disasters. To better manage the negative impact of growth on the environment and climate, the State of Qatar brought this issue to the forefront. He reminded the audience that the country had worked hard to reduce pollution and maintaining a healthy environment for present and future generations.

Finally, he touched upon two important aspects to foster these beneficial changes: firstly, the economic and social development efforts taking into account environmental concerns as well as sustainability and secondly the fruitful co-operation between the Supreme Education Council, the Supreme Council for Health and the Qatar Olympic Committee (QOC) regarding these issues.



**Ms Fiona Pelham (Great Britain)**  
**Managing Director, Sustainable Events Ltd,**  
**Global Reporting Initiative (GRI) Event Organizer**  
**Sector Supplement Consultant**

 **Original presentation**

Ms Pelham reported that since 1997, the Global Reporting Initiative (GRI) had been used to pioneer the framework of sustainability and its reporting. She mentioned that GRI provided guidelines which required the report writers to communicate numerical and/or informative data on a set of defined indicators be it the environment, society, labour, human rights, product responsibility, or economic impacts. She went on to explain how sport was an inspiration to the creation of a GRI Organiser Sector Supplement which had been initiated when the IOC, London 2012, the Swiss and Austrian governments and the UEFA recognised that there was a need for such reporting guidelines.

Ms Pelham emphasised that the GRI Event Organiser Supplement was not just geared towards sporting events, but also encompassed business and cultural events. It was clear from her perspective that sport had shown leadership in sustainability reporting (e.g. the UEFA 2008 Sustainability Report and the Vancouver 2010 Olympic Games Report).

Ms Pelham focused on the content of the GRI reporting framework and the manner in which this tool will benefit the future of sport: (i) what gets measured gets monitored and will be reduced; (ii) a



common language for sharing the sustainability journey of sport will be created; and (iii) leadership in communicating the legacy impact of sport.

She concluded by stating that “we all know that sport has the power to be a catalyst for change and we know that young people today are passionate about their environment. The creation of a GRI Event Organiser Sector supplement is showing that the sporting movement is passionate about the future of youth”.



**HE Sheikh Saoud Bin Abdularahman Al-Thani (Qatar)**  
**President, Gulf Cooperation Council Sport and Environment Commission; Secretary General NOC Qatar; Member of the IOC Commission for Sport and Environment**

 [Original presentation](#)

HE Sheikh Saoud Bin Abdularahman Al-Thani brought forward the political, economic and environmental changes that had transpired in the modern world. He stressed that the planet and the environment had been highly affected by climate change, which could be the cause for recurrent natural disasters.

He believed sport could participate to heal and change these problems by raising awareness and fostering environmental friendly practices. He commented that this was the path being followed by the QOC to achieve the objectives set in the context of the Qatar Vision 2030.

He stressed the importance of an integrated assessment system for sporting facilities in order to strengthen sustainable environment practices, preserve natural resources and favour an environment that would increase quality of life. HE Sheikh Saoud Bin Abdularahman Al-Thani also explained how the Gulf Organization for Research and Development and the State of Qatar had worked hand-in-hand towards improving the environmental challenges affecting the Gulf region (e.g. scarcity of water and the rise in energy consumption) and promoting environmental friendly behaviour. An integral part of the Qatar Vision 2030 focused on achieving the goal of a sustainable environment; this objective was being supported by experienced research, brought together through collaboration between countries, to work towards finding the best practices for solving local problems.

This research constituted the basis for the Qatar Sustainability Assessment System (QSAS) which intended to assess sport facilities according to objective performance criteria. He concluded by expressing his belief that although this system was developed for this particular region of the world, he believed it was flexible and could be adapted to other geographical areas.



**Ms Jenitha Badul (South Africa)**  
**Director for Greening, Support to FIFA 2010 World Cup Greening, Department of Environmental Affairs and Tourism**

 [Original presentation](#)

Ms Badul focused on the national legacy report of the 2010 FIFA World Cup™ hosted by South Africa. She pointed out that the efforts made by the government contributed to fulfil the various objectives set by this initiative: (i) minimise the environmental impact of large events, (ii) advocate for mainstreaming sound environmental consideration, (iii) raising environmental awareness in the local populace, (iv) create an environmentally sustainable legacy, and (v) build national capacity to host green events and translate this into new economic opportunities for South Africans. Among the most notable green actions taken were carbon sequestration and offsetting initiatives. South Africa used

available green technology (e.g. solar energy for street lighting) but, additionally, planted thousands of trees to reduce carbon dioxide in the atmosphere, put in place transport and water initiatives, controlled waste management and fostered sustainable tourism to offset the negative impact of the event on the environment. She concluded with a final statement from Mahatma Gandhi's famous quote: "You must be the change you want to see in the world".

### Dialogue

A comment was raised as to "tree planting actions" which were easy to apply, but were uncertain in regard to their long term beneficial effects. However it was agreed that, these offsetting projects were easy to apply and therefore a positive initiative. Society represented the cornerstone for change and every small action contributed. It was further stated that any development had to consistently enhance the quality of life and the sustainability of the environment. Education across society would bring positive environmental change, lasting for generations.

A comment was made in relation to the recent natural disaster in Japan, where the present situation in Fukushima showed the danger of radio-active pollution being released in the environment.

Moreover, it was enquired if it was technologically possible to conduct large sport events, primarily using renewable energy, and establishing this as a requirement in the bidding phase. The Chair applauded this comment and stated that the use of renewable energy was integrated in the bidding phase and considered a priority issue. HE Sheikh Saoud added that In Qatar wind and solar energy would be used to a major extent in 2022. He asserted that Qatar was fully committed to use a high percentage of renewable resources and the country believed deeply in a mix of different energy generation processes.

### 3.9. PLENARY 4

## How the Olympic Movement is Shaping Change



**Mr Gilbert Felli (Switzerland)**  
**Olympic Games Executive Director, IOC Olympic Games Department**

 [Original presentation](#)

Mr Felli prefaced his presentation by stating that “influencing by education” enabled changed. He presented an overview of the green history and essence of the Olympic Games. The interest generated by this multi-sport event opened windows of opportunity to use the Games as a platform to support environmental sustainability, restricted ecological impact, and produced the results of a greater social and communication involvement.

He believed that the Olympic Movement (OM) had come a long way on the road to sustainability. Markers of this process were: the Olympic Congress (1994), creation of the Sport and Environment Commission (1996), the adoption of the OM Agenda 21 (1999), the multitude of achievements made by OCOGs and their partners/stakeholders (1994-2010), and the targeting of young athletes in the framework of the Youth Olympic Games (YOG).

To support the shaping of change, there had to be a vision and all stakeholders needed to be educated. The OM steered transformation through education, collaboration and leadership/responsibility. He emphasised that the role of leadership and responsibility to promote and support ideas related to the environment were given to IF's and NOCs, NFs and sports clubs. Finally, he considered that sport could not exist in isolation it needed to be connected to a sustainable movement for a promising future in order to keep abreast of new developments.



**Mr Volney Zanardi Jr. (Brazil)**  
**Deputy Executive Secretary, Ministry for Environment of Brazil**

 [Original presentation](#)

Mr Zanardi emphasised the importance of integrating environmental considerations in major sporting events. He stated that hosting sport events in Brazil could represent a challenge, while at the same time, be an opportunity to mainstream sustainability in the economic and social welfare of the country. This could lead to upgrading infrastructure and facilities while reducing poverty levels; hence coupling environmental sustainability with social inclusion in the realm of major sports events.

Moreover, Mr Zanardi confirmed Brazil's aim to guarantee a positive legacy out of hosting two mega events (e.g. the 2014 World Cup™ Football and the 2016 Olympic Games in Rio) by building sustainable facilities and developing a timeframe for major environmental and sporting events. He cited as an example how the Brazilian government for the FIFA World Cup in 2014 created a thematic Work Group for Environment and Sustainability (WGES) that coordinated the actions of the Brazilian governmental plan: (i) monitor the process of authorizations for the construction and development works with an environmental impact, just as the quality and timing of the 188 ongoing projects, such as the new airport and subway, were being monitored, (ii) decrease of greenhouse gas emissions by using specific types of fuel which would improve air quality in the city by 2018, (iii) implement a national waste management policy for the population of the twelve priority host cities for the WC Football, (iv) improve infrastructure with the aim to reduce environmental impact, (v) increase the

production of “organic” food and offering products from traditional populations with social inclusion certification (organizing socio-biodiversity chains).

In conclusion, Mr Zanardi stated that Brazil aimed to raise awareness about sustainability by letting the mobilized population feel and experience the different views and benefits rather than by imposing a direct message or media attribution.



**Mr Grigory Kocharov (Russian Federation)**  
**Executive Vice-President, Sochi Organising**  
**Committee for the 2014 Olympic and Paralympic**  
**Winter Games, Sochi 2014**

 [Original presentation](#)

Mr Kocharov spoke about the multicultural city of Sochi and how it was preparing to convey a positive message and legacy while hosting the 2014 Winter Olympics and Paralympic Winter Games. The Sustainability Agenda for Sochi 2014 included 6 core themes: healthy living, harmony with nature, barrier-free world, economic prosperity, modern technologies and culture and national values.

In parallel, he stressed the Organizing Committee’s desire to put Sochi on the international map economically, by building a new international airport, new roads and new transport infrastructure. In 2010, certain targets had been met in the environment and sustainability fields in close collaboration with Administration of City of Sochi, Krasnodar region, other stakeholders, international institutions and local community. He concluded by stating that Sochi 2014 is a project of transformation, which is shaping a future of the host city, region and country with sustainability in mind.



**Mr David Stubbs (Great Britain)**  
**Head, Environment & Sustainable Development,**  
**Organising Committee for the 2012 Olympic Games**  
**and Paralympic Games, London 2012**

 [Original presentation](#)

Mr Stubbs reminded the audience that there were 452 days left in the countdown to London 2012. He spoke about a London blueprint for change, saying that sustainability meant thinking of people living in a cleaner and healthier world; taking sustainability into new areas. To achieve this far reaching objective, the Organizing Committee for London 2012 aimed for the most sustainable Olympic and Paralympics Games ever, leaving a legacy far beyond the departure of the Olympic flame. As well, he stated that the event would be setting new global standards for sustainability and green major events.

One of LOCOG’s objectives was to revamp the Olympic hosting sites that were derelict, polluted and hardly accessible in order to achieve environmental remediation and restoration. Mr Stubbs explained how initial steps had been taken towards the transformation of the lower Lea Valley, over a span of 7 years, into green and sustainable sites, which meant cleaning up 2 million tonnes of soil waste, cleaning waterways, constructing new infrastructure and equipping the region with the required facilities.

He stated that, “this is about much more than being green. Of course we will talk about eco-efficient venues and infrastructure but ultimately this is a story about people. It is about the everyday choices we have made along the way to find better ways of doing things”.

Furthermore, Mr Stubbs explained how a sustainability plan had been put in place in order to ensure low-carbon emission Games. In addition, how the Organising Committee through sustainable sourcing principles helped instil new thinking in their supply chain by placing ecological criteria and monitoring the brands and companies that facilitated the supply of clothing, food, transportation etc.

According to Mr Stubbs, the London 2012 model for event organisation was designed to give rise to more than a green event; but also to inspire people to start their own transformative journey towards a different lifestyle.

## Dialogue

In the discussion, the question was raised whether the media were sufficiently effective in sending environmental and sustainability messages through sports events.

Mr Stubbs explained that in the case of London, there was still one year available to raise the environmental voice and promote awareness through involvement of the media. However, the current perspective was to let the public “feel the change” while experiencing the concept at the same time, with the type of food offered, the transport means, the way of managing waste and packaging, etc.

A subsequent query referred to the presentation on Brazil’s preparation for two major events and enquired what was done about the expansion of bio-energy and its impact on food security in Brazil? Mr Zanardi replied that this was mainly a matter of raising awareness and empowering people with the aim to reduce deforestation in Amazonia.

An additional remark related to the kind of environmental impact that would result or be beneficial for Brazil from the events previously mentioned. Mr Zanardi replied that mobilizing society through an environmental awareness programme on the occasion of these events would help the country to further develop in a sustainable way.

### 3.10. PLENARY 5

#### Tomorrow's Leaders Today



**Ms Tracey Holmes (Australia)**  
**Mentor, YOG Young Reporters**

Ms Holmes kicked off her presentation by stating that at the current speed of human consumption, waste patterns and behavior, our negative impact on the environment was out of control. She advocated in favour of eco-living and eco-friendly lifestyles as a means to help reduce this overall negative impact and mentioned examples of ways to police our bad habits and take the appropriate action. An illustrative example provided was the fact that it took approximately 500 years to decompose throw-away aluminum cans. In this sense, the potential of recycling and the saving of energy and materials were highlighted. Ms Holmes advocated the use of education to inform and transform behavioural change in young people. She concluded by showing a short film produced with Grade 4 students (9 to 10 year olds) who shared during an interactive discussion their thoughts on how sport and environment affected their lives. Her concluding remark pointed out that it was up to every individual to play his or her part in persevering the environment and thereby foster, in the true sense of the sustainability concept, a better future for the generations to come.



**Ms Hissa Nasser Al-Nassr (Qatar)**  
**YOG Young Reporter**

 [Original presentation](#)

Ms Al-Nassr added her voice to the philosophy of positive educational reinforcement to bring about societal change. She was emotive in her perspective that the building blocks of respect and interest in our living Earth could only be secured by involving youth and incorporating the principles of conservation as an intrinsic value in their lives. She was a proponent of volunteerism as a beneficial framework to encourage youth to follow simple guidelines and actions in order to effectuate the minimizing of our ecological footprint. Ms Al-Nassr argued that it was essential for the “Now Generation” to identify with their immediate surroundings and develop a prideful ownership. She challenged the media to spread newsworthy stories on environmental issues and that interactive platforms and social media channels of communication be strengthened in order to further reach the younger audience. Prior to stepping away from the podium, Ms Al-Nassr stated, that her peers “should be made aware of what they stand to lose if they don’t act fast”.





**Ms Sonali Prasad (India)**  
YOG Young Reporter

Ms Prasad addressed the issue of how the OM and mega-sporting event such as the Olympic Games had made substantive contributions in bridging the gap and challenges related to sport and the environment. She pointed to the fact that the impact of green solutions was gaining incremental importance in every subsequent Bid City candidature and delivery of the event. She alluded to the working fact that one is never aware of the amount of energy being used until the production of it is transformed into individual energy generation and use; this type of educational awareness was primordial to instill the spirit of action and participation in the adolescent age bracket. Ms Prasad presented the YOG as an idyllic platform to encourage young people to reflect on limiting their ecological footprint in areas such as air pollution, clean water, renewable energy, waste management. She ended on a querying note, “This is my part in preserving nature. What is yours?”



**Mr Luke Dufficy (Australia)**  
YOG Young Reporter

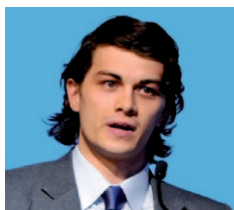
Mr Dufficy affirmed that the synergy between sport and the environment was a natural phenomenon and a powerful partnership to put in place a structural framework for achieving the established goals and objectives of the international community. Sport teaches life skills, builds self-esteem and confidence, all of which can be used to the benefit of humanity as a whole. He further elaborated that top athletes could enhance their usage of their “star” factor as a powerful draw to lead by example in the domain of sustainability and environmentally friendly behavior. He agreed with his fellow counterparts that the uptake of the sporting movement in the use of new media and the digital platform (e.g. Facebook, YouTube, Twitter) could better the reach to his peers. Mr Dufficy paid tribute to city of Doha and the State of Qatar in hosting the World Cup in 2022. He believed that the green vision and facilities developed by the country would set a precedent and positively influence the approach of future host cities.



**Ms Dalma Malhas (Saudi Arabia)**  
YOG Young Athlete

 **Original presentation**

Ms Malhas, Olympic medallist at the Singapore 2010 YOG, stated that athletes should from a conscientious point of view jump in and assume a leading role in inspiring their local communities and associated groups to take actions for protection of the environment. The impact of such potential engagement would inevitably lead to transformational changes within civil society. She referenced the influence of the inaugural Singapore 2010 YOG and how in her opinion, the youth games showcased a favorable matrix of competition and cultural/educational development. Ms Malhas stressed the importance of equitable opportunities for women and men. She concluded with the motto of the Olympic environmental movement, “Think globally, act locally” to exemplify the importance of small actions to obtain global results in safeguarding our environment.



**Mr Callum Ng (Canada)**  
**YOG Young Ambassador**

 [Original presentation](#)

Mr Ng, as former Canadian international swimmer addressed how the passion evoked by the general domain of sport could result in positive change in not only the athlete's life, but people in their periphery. He stressed that this passion could be harnessed as a major driver for change and needed to be associated similarly with a change towards a "greener" future. Moreover, he highlighted the potential to use sport to also address non-sporting issues and as an effective vehicle to deal with complex societal problems. He concluded by saying that extending and disseminating ideas should be done more efficiently by setting simple, clear and accountable objectives. The desire to be a part of real change was born intrinsically and could not be imposed upon by anyone. Whether it was to recycle, drive less or compost organic waste, change had to come from the individual.

### Dialogue

The need to channel information dissemination in an effective and directed manner was considered paramount by conference delegates. Participants from the floor expressed their appreciation of the Closing Plenary Session which had been moderated by Nambian former athlete, Frank Fredericks.

Ms Tracey Holmes, mentor and trainer for the YOG Young Reporters reiterated that, "these youngsters have made personal pledges to make a difference to the world and its environment. It's important to educate young children about their responsibility towards nature. I'm glad steps are being taken towards it".

A compilation of YOG Young Reporters, Young Ambassadors and Young Athletes added their voice to the state of environmental degradation we are facing and emphasized that within the framework of the sporting movement, improvement of physical performance had to run parallel to meeting environmental goals. In order to be effective, this had to be communicated in tandem with available social media tools to reach the targeted youth population.

### 3.11. CLOSING CEREMONY



**Mr T. A. Ganda Sithole (Zimbabwe)**  
**Director of the International Cooperation and Development**  
**Department of the IOC; Deputy Permanent Observer at the Office**  
**of the Permanent Observer for the IOC to the United Nations**

In his closing statement, Mr Sithole expressed his appreciation to the conference organizers and attending delegates. The pragmatic and constructive approach of this high-level conference event would serve to strengthen the mapping of the subsequent two years. Furthermore, he stated that the conference outcomes in the form of the Doha Declaration were illustrative of the sporting movement's commitment and continued development to the framework of sustainability and the leveraging of sport to this effect.



**HE Sheikh Saoud Abdulrahman Al-Thani (Qatar)**  
**President, Gulf Cooperation Council Sport and Environment**  
**Commission; Secretary General NOC Qatar; Member of the IOC**  
**Commission for Sport and Environment**

HE Sheikh Saoud Abdulrahman Al-Thani thanked all attending IOC Members and delegates, Commission colleagues and President Jacques Rogge for giving Qatar the opportunity to host the 9th World Conference on Sport and Environment. He expressed his hope that these three days had been fruitful for all and would positively impact the future of Qatar and the entire world. He extended his gratitude and appreciation to all environmental organizations, volunteers, contributors, visitors, especially those who had come a long way to participate. He singled out the efforts made by Mr Sithole and the IOC team, who worked hard on delivering this conference.

HE Sheikh Saoud Abdulrahman Al-Thani, stated that, for Qatar, the theme of “Playing for a Greener Future” was real and meaningful. It reflected the concrete commitments made in Qatar’s 2030 Vision to deliver practical steps towards environmental sustainability. For Qatar and the QOC, it was an honour to share with the sporting community, the QOC Code for Green Sport Venues. The aim was to collaborate with other NOCs in coordination with the IOC to share the knowledge of putting in place environmentally friendly venue management.



**HE Mr Pál Schmitt (Hungary)**  
**President of the Republic of Hungary; IOC Member;**  
**Chairman, IOC Commission for Sport and Environment**

HE Dr Pál Schmitt expressed his gratitude to the IOC President for his cooperation, dedicated effort and for providing the opportunity to hold this 9th edition of the Conference. He also thanked the QOC Cultural Events Committee for the majesty of the Opening and Closing Ceremonies. In addition, he wished to express his appreciation to the conference delegates, as well as the volunteers and interpreters and technical support who contributed to the success of this event.

The Chairman praised the Conference organization and contextualization according to timing and place; without a doubt the IOC could learn from the experiences and outcomes of the 9th Conference. In regard to Qatar, he acknowledged the commitment of those in positions of responsibility to drive environmental protection further. He also referenced the staging of the event and stated that it represented the largest assembly to date for an IOC conference on Sport and Environment and was further enhanced by being made accessible to the public through live streaming.

The IOC Commission Chairman concluded by specifically addressing the youth in the audience to continue their strident efforts to work and play for a greener future using sport to achieve this end.



**Dr Jacques Rogge (Belgium)**  
**IOC President**

IOC President Jacques Rogge emphasised that 2012 marks the 20th anniversary of the 1992 Earth Summit in Rio de Janeiro and the Conference has made it clear that we had come far since this time. He cautioned the delegates that while we can be proud of our achievements, we have also learnt that there is no time for complacency. The IOC President reiterated that “we owe it to future generations to continue to promote our green agenda and ensure environmental sustainability in sport.” He believed that all involved had taken a big step towards achieving this objective with the adoption of the Doha Declaration.

The IOC President concluded that the Conference was officially closed.

## 4. RECOMMENDATIONS



### 9th WORLD CONFERENCE ON SPORT AND THE ENVIRONMENT

#### The Doha Declaration

The 9th World Conference on Sport and the Environment was organised in Doha, Qatar, by the International Olympic Committee, in partnership with the Qatar Olympic Committee and the United Nations Environment Programme, from 30 April to 2 May 2011. Over 650 delegates from National Olympic Committees, International Federations, Organising Committees for the Olympic Games, governmental and non-governmental environmental organisations and educational institutions participated in this Conference, making it the biggest of its kind.

Under the theme “Playing for a Greener Future”, sessions were held and presentations made in plenary and dialogue sessions in which participants contributed in a spirit of cooperation and friendship and informed debate.

They resolved to adopt the Doha Declaration and the following statement, whereby the participants:

1. Express their gratitude to the Emir under whose authority and patronage the Conference was held;
2. Thank the Qatar Olympic Committee, especially its leadership, for availing participants of the resources and facilities that made it possible for the Conference to be held successfully;
3. Thank the management and volunteers for their sterling service;
4. Request that His Highness Sheikh Tamim Bin Hamad Al-Thani, Heir Apparent, President of the Qatar Olympic Committee and Member of the International Olympic Committee convey the participants’ appreciation and gratitude to His Excellency the Emir of the State of Qatar, Sheikh Hamad Bin Khalifa Al-Thani;
5. Thank His Highness Sheikh Tamim Bin Hamad Al-Thani and request that he convey the same to service providers, management and staff of the Qatar Olympic Committee and volunteers for their contribution.

**Doha, Qatar  
2 May 2011**

## 1. UN Conference on Environment and Development and the Olympic Movement

Twenty years after the United Nations Conference on Environment and Development (“Earth Summit”) in Rio de Janeiro, Brazil, world leaders will gather again in June 2012 at the 2012 Rio+20 Earth Summit to take stock of sustainable development issues and reflect on the continued degradation of the environment. The 1992 “Earth Summit” prompted the IOC to integrate the environment into its activities and to develop the Agenda 21 for the Olympic Movement. Rio+20 presents an important opportunity for the Olympic Movement to showcase the contribution of the sports movement to sustainable development.

Consequently, the Conference requests the following actions:

- a. To share the vision of sustainable sports with the United Nations Conference on Sustainable Development Rio+20 and other UN proceedings;
- b. To showcase sport as a catalyst for change and an inspiration for the realisation of the Millennium Development Goal No. 7 (Ensure Environmental Sustainability) at Rio+20.

## 2. Engage Young People for a Greener Future

Young people play an important role in society and in promoting sustainable development. To inspire young people around the world to participate in sport and adopt and live by the Olympic ideals, the IOC established the Youth Olympic Games. The Conference notes with satisfaction the highly successful Youth Olympic Games in Singapore and the fact that the IOC engaged several partners to provide cultural and educational experiences at these Games.

Hence, the Conference requests the following actions:

- a. The IOC to explore various methods of engaging young people in sustainable development issues beyond the Youth Olympic Games – seeking opportunities to work with other partners, particularly UN entities, to promote Olympic ideals through their own engagement processes, seminars and conferences;
- b. The IOC to promote the involvement of young athletes in future World Conferences and continental seminars on Sport and Environment;
- c. The IOC and National Olympic Committees to develop and support educational programmes for young people on environment and sustainable development;
- d. National Olympic Committees to raise awareness of young people about sustainable development issues and to spread the Olympic ideals in their local communities through sport;
- e. National Olympic Committees to consider promoting and supporting initiatives that engage young people, particularly in under-privileged communities, in sustainable development activities.

## 3. Partnerships

The building of effective partnerships is a driving force for achieving sustainable development. The IOC has built a valuable partnership with the UNEP and with several other UN entities.

The Conference requests the following actions:

- a. The IOC to optimise its UN Observer status and further cooperate with the UN system, taking into consideration UN-Habitat, UNDP, UNESCO and internationally recognised NGOs to implement its sustainable development agenda;





- b. The IOC to develop a platform for the sharing of best practices to enrich the existing national and local contributions to the wider sustainability goals;
- c. National Olympic Committees, International Federations and Organising Committees for the Olympic Games to collaborate with governments, local entities and NGOs to drive the sustainability agenda.

**Doha, Qatar**  
**2 May 2011**



## 5. LIST OF PARTICIPANTS

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