**London 2012 Olympics and Paralympics Resource Guide**

# Olympics and sustainability

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# Introduction

The London 2012 Olympic and Paralympic Games (the Games) emphasised sustainability. This guide uses London’s experience to provide a short introduction to the Olympics and sustainability.

# The Olympic approach to sustainability

Environment and sustainability are relatively recent additions to Olympic values. The Olympic Movement created a Sport and Environment Commission in 1995 and candidate cities have had to provide information on “environmental conditions and impact” since 1999. The Brundtland report[[1]](#footnote-1) defines sustainability, as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.” This is a systemic definition, unconcerned with the longevity of individual organisations. Sustainability is widely understood to have three pillars: environment, society and economy. In practice, “sustainable” and “environment” are often used interchangeably, and societal concerns often ignored. It is therefore notable that the London Games emphasised social development.

When London bid to host the Olympics, it promised independent sustainability monitoring. The result was the Commission for a Sustainable London 2012 (CSLondon), the first sustainability commission established for an Olympic Games. CSLondon has taken a middle-path between normative and pragmatic considerations, summed up in the following statement: “*Taken in isolation, delivering an [Olympics] is an inherently un-sustainable thing to do. We therefore cannot call the programme truly sustainable unless the inspirational power of the Games can be used to make a tangible, far reaching difference.*”

# The 2012 Games

However they are organised, the available data show that London took seriously its ambition to hold the most sustainable games ever. There was detailed advance planning, with substantial resources committed to achieving sustainability objectives.

## Sustainable construction and infrastructure

Construction and infrastructure have a substantial impact on a Games’ sustainability performance. For example, over 2/3 of total carbon emissions for the 2012 Games came from construction materials and the site remediation process. It is notable that construction and infrastructure were generally delivered to a high sustainability standard.

* **Leadership and governance**: Excellent.
* **Carbon**: Most targets met, ambitious legacy targets.
* **Waste**: The Olympic Development Agency (ODA) inspired significant improvements in avoiding waste-to-landfill.
* **Materials**: Targets significantly exceeded, new standards set for sustainable concrete and 100% sustainable timber use. The Games sparked significant innovation.
* **Biodiversity**: Objectives were achieved; danger of commercial pressure on land use undermining gains.
* **Skills, employment and inclusion**: “Women in the workforce” target missed by a large margin, other ambitious targets achieved.
* **Water**: All targets met; there is now a trend among major property developers to set water consumption targets.
* **Accessibility**: ODA’s inclusive design strategy set the benchmark for accessibility.
* **Health & wellbeing**: Accident frequency rate was above target, but well below industry average. Exemplary on-site provision of occupational health services. ODA’s H&S standards not yet required for publicly-funded projects, but leading contractors proactively adopting their own matching objectives.

London 2012 is recognised globally for best practice in sustainable construction. Much of the success in sustainable construction and infrastructure is due to the competence, energy and enthusiasm of individuals in key positions: getting the right team is critical.

## Sustainable events

Event management tends to happen at short notice, prioritising speed and revenue-generation over sustainability. Outcomes reflect that culture: London had mixed success in addressing this aspect.

* **Governance**: ISO20121 and the GRI event sector supplement were developed independently, but London was the first mega-event to use them (they worked well).
* **Carbon and energy**: LOCOG[[2]](#footnote-2) produced a ground-breaking carbon footprint, but performance in delivering a low carbon Games was extremely poor: LOCOG acted late and missed nearly all its targets.
* **Waste**: London achieved one headline target and came close to achieving the other. Future events show evidence of progress, though most are less ambitious than London (a common theme).
* **Food**: Most objectives were met[[3]](#footnote-3). The Food Legacy Project aims to continue the best practice from London, though there are significant obstacles.
* **Diversity, inclusion & accessibility**: ODA and LOCOG set and delivered leading targets. This is set to be replicated in east London, and prospects are good for the UK. There is little sign of international replication.
* **Local employment and procurement**: Standards were exemplary. Substantial proportions of staff came from local boroughs, much procurement was through small and medium sized enterprises.
* **Transport**: Transport for London delivered a superb service with minimal disruptions[[4]](#footnote-4) and LOCOG nearly achieved its vehicle fleet CO2 emissions target.
* **Supply chain/sourcing**: LOCOG’s admirable sustainable sourcing code achieved real benefits. A notable exception was workers’ rights in the supply chain.

Given substantial regional differences between host cities, the key test for future mega-events is not in achieving an absolute standard. Rather, it is whether they can act as a catalyst for improving sustainability performance relative to local conditions. Early, decisive planning can make a significant difference.

## Sustainable communities and places

This aspect of sustainability is about the Games’ long-term impacts on London’s communities and neighbourhoods, and on their wider impact. Planning was generally thorough, and started early, and there is already some evidence of impact. Legacy programmes are starting to have an impact nationally, and dissemination of best practice and lessons learned has started. However, it is too early for a full assessment.

* **Governance** arrangements will promote strategic treatment of the legacy on a range of themes, from economic legacy to enacting plans and maintaining momentum.
* **Legacy promises on sport and healthy living**: Much improvement in government commitment to sport participation, but the sports legacy fund only runs until 2015.
* **Paralympic legacy**: A stakeholder body now provides advice, and momentum should be maintained by the UK hosting the 2017 World Paralympic Athletic Championships.
* **Volunteering**: There are initiatives to strengthen and expand existing volunteering, particularly in London (where the Team London initiative has entered a new phase).
* **London Legacy Development Corporation**: Good progress in ensuring appropriate use of buildings. Most short-term local employment targets for the area are being met, longer-term targets exist for 2020.
* **Other legacy elements**, such as *cultural legacy* and *international inspiration* appear to be having some impact, but it is too early to draw conclusions. Similarly, the new neighbourhood at Chobham Manor should see substantial sustainability benefits, but has yet to be realised.

# Key actors

The governance structure for the 2012 Games was complex[[5]](#footnote-5), linking different strands of the Olympics Movement with actors in government. The highest, most abstract level included (e.g.) the IOC, a Home Affairs sub-committee, and the Olympic Board (overall decision-making body for the Games programme). Mid-range actors provided support ‘upwards’, as well as overseeing organisations delivering specific aspects of the Games. Two such actors were the London 2012 Sustainability Group – responsible for delivering the Games’ sustainability programme – and CSLondon. Organisations at the lowest level of the governance structure provided delivery (e.g., the ODA and LOCOG). Each of these in turn had extensive relationships with suppliers and providers. The range and complexity was enormous, as one would expect from such a large event[[6]](#footnote-6). However, actors in the formal governance structure were not the only stakeholders. For example, local residents – and civil society more broadly – often criticised aspects of the Games’ planning and delivery.

**Sponsors** were particularly controversial. The largest sponsors are selected by the IOC, and local organisers choose sponsors in three further categories. *Sustainability* sponsors (locally-chosen) came under particular scrutiny in London. It was unclear how they had been selected. The choice of two sponsors, in particular – BP and EDF – generated substantial criticism, notably from environmentalists. As one civil society person put it, “*Whoever okayed this decision [to accept BP as a sustainability partner] clearly has no understanding of what ‘sustainability’ means*”. The biggest specific sponsorship scandal was around Dow Chemicals’ provision of a sustainable plastic wrap for the main athletics stadium[[7]](#footnote-7).

# Checking against delivery and lessons learned

London 2012 has a good case for claiming to have been the “greenest games ever.” The final CSLondon report concludes that, “sustainable practices inspired by London 2012 should out-weigh the inevitable negative impacts of the Games over time.” Independent non-governmental organisations agree (e.g., WWF-UK and BioRegional reach the same conclusion in a 2012 report).

Assurance is a means of encouraging progress towards sustainability goals, on the principle that, “What gets measured gets managed.” CSLondon delivered this successfully: key stakeholders agreed that it had provided a valuable service. The model appears to be exportable, with some evidence that it is being explored by the private sector and beyond the UK.

A guide to the Olympics and sustainability would be incomplete without including two kinds of governance challenge, both related to the relationship between the IOC (or others, such as FIFA) and the host country. The first is about local opportunities. Not unreasonably, the IOC requires legal protection for the Olympic brand. However, its enforcement can appear overly aggressive and petty. When combined with the commercial exclusivity that sponsors enjoy during the Games, the result can be highly disadvantageous for small local businesses. This leads to the perception that the IOC and sponsors benefit at the expense of local communities. In addition, the tax arrangements in place for the duration of the mega-event attract significant criticism. The relative poverty of Rio may make these issues more of a factor in the 2016 Olympics than they were in London[[8]](#footnote-8). The second issue is about opportunity costs. Montreal famously took 30 years to repay its debts from the 1976 Games. London was very expensive. Future Games are unlikely to be cheap. The UK can far better afford to take on Olympics-level spending than less wealthy countries, despite its current economic difficulties. Note the extended protests in Brazil in mid-2013; these were sparked by public unhappiness with the cost of sporting events (the 2014 FIFA World Cup and the 2016 Olympic Games), in the face of low levels of spending on essential services like education and health care.

Future research could address the issues that the 2012 Games have raised. From a sustainability perspective, it may be particularly useful to examine the processes and practices around CSLondon, the first organisation of its kind. That suggests such topics as institutionalising the legacy of a ‘sustainable Olympics’; learning from London’s procurement experiences; working on sustainable supply chains; evaluating the effectiveness of standards in sustainability management (e.g., the new ISO 20121); and analysis of the long-term impact of sustainability assurance. Finally, questions around governance and democratic legitimacy need to be addressed.

One way to ensure greater sustainability of future Games would be for the IOC to champion it more strongly. Despite signs of persistent benefits for the UK, the sustainability lessons from London are in danger of being lost to the Olympics over time (sustainability practice through city-level exchange does not appear to be emerging). The IOC is the most significant constant in the Olympics, yet it was notable by its near-absence from the sustainability process in London: a bigger IOC role in promoting sustainable practices would be welcome.

# Bibliography [[9]](#footnote-9)

#### Published materials (books, journal articles, magazine articles)

Gratton, C. & Henry, I. P. (Eds.)(2001). Sport in the city: The role of sport in economic and social regeneration. London: Routledge.

* This book addresses the role of sport in regeneration through discussion of aspects in five key areas. It contains a range of case studies, from local to global level.

Fussey, P., Coaffee, J., Armstrong, G., & Hobbs, D. (2011). Securing and Sustaining the Olympic City: Reconfiguring London for 2012 and Beyond. Farnham, Surrey: Ashgate

* This book analyses the social and community impact of the 2012 Games and its security operation on East London.

Chalkley, B., & Essex, S. (1999). *Urban development through hosting international events: a history of the Olympic Games*. Planning Perspectives 14(4): 369-394.

* Host cities often claim a fast track to urban regeneration by hosting major events. This paper provides an historical perspective, reviewing the effects of the Olympics on the urban environments of host cities in the period, 1896-1996. See [http://www.tandfonline.com/doi/abs/10.1080/026654399364184](http://www.cslondon.org/)

Proceedings of the Institution of Civil Engineers-Civil Engineering, 164(5 and 6)

The 2012 Olympics are addressed in two editions of the *Proceedings of the Institution of Civil Engineers – Civil Engineering*. Readers can expect to find useful and detailed information about specific aspects; such as master planning, procurement, or health and safety. Two papers stand out from a sustainability perspective:

* Jackson, R., & Bonard, C. (2011) *Delivering London 2012: Environmental management*. Proceedings of the Institution of Civil Engineers-Civil engineering, 164(5): 20-26. Considers the London 2012 environmental strategy, challenges in developing and implementing it, achievements with regard to specific topics, and lessons learned
* Epstein, D., Jackson, R., & Braithwaite, P. (2011) *Delivering London 2012: Sustainability strategy*. Proceedings of the Institution of Civil Engineers-Civil engineering, 164(5): 27-33. Considers the ODA's sustainability strategy, challenges in developing and implementing it, resulting achievements, and lessons learned. See [http://www.icevirtuallibrary.com/content/issue/cien/164/5](http://www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games)

For the subsequent edition of the journal, which addresses more detailed topics, such as delivery of utilities or geotechnical enabling works, see [http://www.icevirtuallibrary.com/content/issue/cien/164/6](http://blueandgreentomorrow.com/2012/02/20/bp-olympic-sustainability-partnership-beggars-belief/)

Vicat, A., & Rooney, C. (2012). Briefing: London 2012 Olympic Park transport and environmental management schemes. Proceedings of the Institution of Civil Engineers-Engineering sustainability, 165(2): 113-120.

* Briefing on the Olympic Park transport and environmental management schemes. See [http://www.icevirtuallibrary.com/content/article/10.1680/ensu.12.00007](http://www.bbc.co.uk/news/uk-england-london-20334658)

*Special Issue: Sociology and the 2012 Olympic Games*. Sociology, 45(5). This special issue covers such topics as democratic deficit, public opinion, and social inclusion through volunteering: the table of contents is available at [http://soc.sagepub.com/content/45/5.toc](http://www.genderlinks.org.za/article/traders-protest-exclusion-from-world-cup-2010-05-12). Note the following paper in particular:

Hayes, G. & Horne, J. (2011).Sustainable Development, Shock and Awe? London 2012 and Civil Society. Sociology 45(5): 749-764.

* Argues that there is a disconnection between top-down sports mega-events and the ostensible redistributive and participatory sustainable development agendas.

*London 2012: Sustainable legacy?* Special issue in Environmental Scientist 22(1), February 2013.

* The result of a partnership between the Institution for Environmental Sciences and CSLondon. It comprehensively examines the 2012 Games over the course of 22 articles. Excellent source of information. Available at [http://www.ies-uk.org.uk/resources/london\_2012\_sustainable\_legacy](http://www.guardian.co.uk/sport/2012/apr/15/protest-groups-olympics-sponsors-campaign)
* An earlier special issue of the same journal is also available: *The greenest Olympics?* (Environmental Scientist 18(3), November 2009). See [http://www.ies-uk.org.uk/resources/greenest\_olympics](http://www.cslondon.org/publications/)

Konstantaki, M., & Wickens, E. (2010). Residents' Perceptions of Environmental and Security Issues at the 2012 London Olympic Games. Journal of Sport & Tourism, 15(4): 337-357.

* Analyses the Games’ impact on the local community, presenting data on residents' perceptions of environmental and security issues. See [http://www.tandfonline.com/doi/full/10.1080/14775085.2010.533921](http://www.bbc.co.uk/news/world-latin-america-23123963)

Peacock, B. (2011). *'A Secret Instinct of Social Preservation': Legitimacy and the dynamic (re)constitution of Olympic conceptions of the 'good'*. Third World Quarterly, 32(3): 477-502

* A critical perspective, from a development lens. The paper considers the institutional environments within which the IOC operates. See [http://www.tandfonline.com/doi/abs/10.1080/01436597.2011.573942](http://blueandgreentomorrow.com/2012/07/27/dubious-sponsorships-undermines-most-sustainable-olympics/)

Dickson, T., Benson, A., & Blackman, D. A. (2011). *Developing a framework for evaluating Olympic and Paralympic legacies*. Journal of Sport & Tourism, 16(4): 285-302

* Part of a special issue on sport, tourism and the Olympic Games. It proposes a flexible research framework that draws from previous research on legacies. See [http://www.tandfonline.com/doi/full/10.1080/14775085.2011.635014](http://www.environmentalleader.com/2011/09/02/london-olympics-drops-carbon-offset-pledge/)

Ansari, B., Bin Azad, M. H., Azeemi, H. I., &Tabassum, S. (2013). Influence of preparation for the Olympics 2012 on environment sustainability policies of London. Interdisciplinary Journal of Contemporary Research in Business, 4(11): 564-571.

* Looks at the influence of preparations for the London Olympics on the environmental sustainability policies of London. See [http://journal-archieves30.webs.com/564-571.pdf](http://mg.co.za/article/2010-06-16-thousands-protest-against-world-cup-spending)

#### Reports

Commission for a Sustainable London 2012 (all links take you to a short summary, where there is a download button to get the whole report)

* (2011). Game changing? Annual Review 2010. This annual report focuses on governance arrangements for the Games, and reports on progress in delivery. See [http://www.cslondon.org/publications/?category=1&did=78](http://www.supplychainschool.co.uk/)
* (2012). Breaking the tape: Pre-Games review (annual review 2011). The final pre-Games review focuses on how the experience will be sustainable for different groups. See [http://www.cslondon.org/publications/?category=1&did=99](http://www.tandfonline.com/doi/full/10.1080/14775085.2011.635014)
* (2012). London 2012 – From vision to reality. Post-Games report, examines whether the promised levels of sustainability were actually delivered on the day; confirms the 2012 Games as the most sustainable ever. See [http://www.cslondon.org/publications/?category=1&did=104](http://www.guardian.co.uk/sport/datablog/2012/jul/19/london-2012-olympic-sponsors-list)
* (2013). Making a difference: Post-Games report. This final regular report looks at the longer-term impact of the 2012 London Games. See [http://www.cslondon.org/publications/?category=1&did=109](http://www.wembleystadium.com/TheStadium/StadiumGuide/Sustainability)
* (2013). Beyond 2012 – Outcomes report. This is an additional report, documenting a series of five themed stakeholder consultation sessions. These were facilitated with the aim of evaluating the “Olympic effect” on more sustainable practices. The five themes were: construction & infrastructure; food; supply chain; volunteering; and corporate sponsorship. Interesting reading. See [http://www.cslondon.org/publications/?category=1&did=111](http://www.tandfonline.com/doi/full/10.1080/14775085.2010.533921)

BioRegional & WWF. (2005). Towards a One Planet Olympics: Achieving the first sustainable Olympic Games and Paralympic Games. London: BioRegional & WWF-UK.

* This is a short document by WWF and BioRegional, working in partnership with London 2012. It develops the concept of a “One Planet Olympics”. See [http://www.bioregional.com/files/publications/One-planet-olympics-2005.pdf](http://www.guardian.co.uk/sustainable-business/blog/london-2012-helping-set-sustainability-standards)

BioRegional & WWF. (2012). Towards a One Planet Olympics revisited: How well will the London 2012 Olympic and Paralympic Games live up to the sustainability promises made in the bid? London: BioRegional & WWF-UK.

* Follow-up report, providing a colourful scorecard for each of the sustainability promises made. See [http://www.bioregional.com/files/publications/towards-a-one-planet-olympics-revisited.pdf](http://soc.sagepub.com/content/45/5.toc)

New Statesman.(2012). Infrastructure research for a sustainable future. New Statesman, 14 December 2012 (Vol. 141 Issue 5136): p36-37

* In this short interview, John Armitt (chair of the ODA) gives his views on how the goal of sustainability was implemented in the Olympics building projects.

#### Websites – Olympics and sustainability, general

Some websites relevant to general issues around Olympics and sustainability

[http://www.olympic.org/sustainability](http://journal-archieves30.webs.com/564-571.pdf) - The part of the Olympic Movement’s website dedicated to sustainability issues (focus on environmental sustainability).

[http://www.olympic.org/environment](http://inhabitat.com/the-top-6-green-buildings-at-the-2012-london-olympics/) - Information from the Olympic Movement on sport and the environment; part of the Olympism in Action section of the site. Contains Olympics-related environmental news.

[http://www.olympic.org/sport-environment-commission](http://www.insidethegames.biz/sustainability) - The IOC’s Sport and Environment Commission, which advises the IOC on environment and sustainable development.

[http://www.olympic.org/olympism-in-action](http://www.ies-uk.org.uk/resources/london_2012_sustainable_legacy) - The part of the Olympics website dedicated to the six fields of activity that represent the Olympic spirit in action.

#### Websites – Sustainability and London 2012

Links to websites containing news and information specific to the London 2012 Games

[http://www.cslondon.org/](http://www.wwf.org.uk/wwf_articles.cfm) - This is one of the most useful websites for information on various aspects of sustainability during the 2012 Games. The publications and recommendations are particularly useful for policymakers and researchers, and the case studies (available under the “Sustainable Games?” tab) make useful introductions to the various sustainability issues. The site is now hosted by Royal Holloway’s Centre for Research into Sustainability.

[http://learninglegacy.independent.gov.uk/](http://www.olympic.org/sport-environment-commission) – Lessons learned from the London 2012 construction project, as well as from preparing and running the Games. This is a large, useful resource. The numerous case studies may be of particular interest; select the “browse by theme” tab and follow the link to “case studies” available for each of the ten themes (there are 40 sustainability case studies).

[http://www.supplychainschool.co.uk/](http://www.icevirtuallibrary.com/content/article/10.1680/ensu.12.00007) - construction industry’s tool for promoting better practice in key environmental and social sustainability challenges. Combination of free resources and members’-only services.

[http://sd.defra.gov.uk/category/local-national/london-2012/](http://www.bioregional.com/files/publications/towards-a-one-planet-olympics-revisited.pdf) - The UK Government’s archive for the 2012 Games. Contains links to reports, briefings, and videos. Hosted by the Department for Environment, Food and Rural Affairs.

[http://www.legacycompany.co.uk](http://www.cslondon.org/publications/): Olympic Park Legacy Company (OPLC), responsible for management and development of the Olympic Park after the Games.

[http://www.gov.uk/government/policies/creating-a-lasting-legacy-from-the-2012-olympic-and-paralympic-games](http://www.ies-uk.org.uk/resources/greenest_olympics): Government Olympic Executive (GOE),  the government department with overall responsibility for the Games, and other government departments and bodies.

#### Other websites – sports/mega-events

Some related websites:

[http://www.sochi2014.com/en/games/strategy/sustainability/](http://www.icevirtuallibrary.com/content/issue/cien/164/6) - The part of the official Sochi 2014 website that mentions sustainability.

[http://portaldesuprimentos.rio2016.com/en/sustability-as-a-principle/](http://www.tandfonline.com/doi/abs/10.1080/01436597.2011.573942) - Rio 2016 statement on sustainability, with a link to the *Sustainable supply chain guide.*

[http://www.glasgow2014.com/about-us/games-sustainability](http://www.tandfonline.com/doi/abs/10.1080/026654399364184) - Sustainability section of the Glasgow Commonwealth Games 2014 website; links to the procurement sustainability policy.

[http://www.americascup.com/en/sustainability](http://www.cslondon.org/publications/) - America’s Cup sustainability site, includes links to the sustainability plan and a zero waste plan.

[http://www.wembleystadium.com/TheStadium/StadiumGuide/Sustainability](http://portaldesuprimentos.rio2016.com/en/sustability-as-a-principle/) - Wembley Stadium’s approach to sustainability; deals with a range of environmental issues.

[http://www.sustainabilityinsport.com/](http://www.glasgow2014.com/about-us/games-sustainability) - Website of a foundation, launched in 2012 with the aim of putting sustainability into the heart of sport. Contains a small number of local level case studies.

[http://www.fifa.com/worldcup/organisation/sustainability/index.html](http://www.olympic.org/sustainability) - FIFA World Cup sustainability page.

[http://www.genderlinks.org.za/article/traders-protest-exclusion-from-world-cup-2010-05-12](http://www.theecologist.org/blogs_and_comments/Blogs/other_blogs/1503202/olympic_organisers_locog_critiscised_over_sustainability_choices.html) - News item on community dissatisfaction during the 2010 South African FIFA World Cup.

[http://mg.co.za/article/2010-06-16-thousands-protest-against-world-cup-spending](http://learninglegacy.independent.gov.uk/) - News item on South African protests against excessive spending for the 2010 FIFA World Cup.

[http://www.bbc.co.uk/news/world-latin-america-22964785](http://www.bioregional.com/files/publications/One-planet-olympics-2005.pdf) - News item on protests in Brazil, in which an element is discontent with public spending. See also [http://www.bbc.co.uk/news/world-latin-america-23123963](http://www.cslondon.org/publications/)

#### News and media websites – Reporting the Games

An eclectic collection of stories and reporting on the London 2012 Games

[http://www.bbc.co.uk/news/uk-england-london-20334658](http://www.olympic.org/olympism-in-action) - BBC news report, “London 2012 ‘most sustainable’ Olympics, watchdog says”, illustrative of media coverage of ‘greenest games’ claims.

[http://www.wwf.org.uk/wwf\_articles.cfm?unewsid=5923](http://www.cslondon.org/publications/) - blog post from WWF about the sustainability sponsors chosen for the 2012 Games.

[http://www.insidethegames.biz/sustainability](http://sd.defra.gov.uk/category/local-national/london-2012/) - Section on sustainability of the *Inside the Games* website, a site dedicated to Olympic, Paralympic and Commonwealth games.

[http://www.guardian.co.uk/sustainable-business/blog/london-2012-helping-set-sustainability-standards](http://www.fifa.com/worldcup/organisation/sustainability/index.html) - Article from the Guardian Sustainable Business blog about standards to emerge from the 2012 London Games.

[http://www.environmentalleader.com/2011/09/02/london-olympics-drops-carbon-offset-pledge/](http://www.icevirtuallibrary.com/content/issue/cien/164/5) - Reports on one of the sustainability controversies facing the 2012 Games.

[http://www.guardian.co.uk/sport/2012/apr/15/protest-groups-olympics-sponsors-campaign](http://www.sochi2014.com/en/games/strategy/sustainability/) - Reports on a campaign claiming the Olympics sponsors were using the Games to greenwash unethical activities, notably Dow, Rio Tinto and BP.

[http://inhabitat.com/the-top-6-green-buildings-at-the-2012-london-olympics/](http://www.bbc.co.uk/news/world-latin-america-22964785) - A story about the 6 most environmentally friendly buildings of the 2012 Games. Inhabit is a site about design, technology and architecture that promote sustainability.

[http://blueandgreentomorrow.com/2012/02/20/bp-olympic-sustainability-partnership-beggars-belief/](http://www.sustainabilityinsport.com/) - Critical story about the 2012 Games sponsors, on a website dedicated to promoting sustainable business.

[http://blueandgreentomorrow.com/2012/07/27/dubious-sponsorships-undermines-most-sustainable-olympics/](http://www.legacycompany.co.uk) - Critical story about 2012 Games sponsors, in the light of a then-recent report from WWF and BioRegional (see separate link).

[http://www.theecologist.org/blogs\_and\_comments/Blogs/other\_blogs/1503202/olympic\_organisers\_locog\_critiscised\_over\_sustainability\_choices.html](http://www.olympic.org/environment) - Critical story about the 2012 Games’ sustainability sponsors, from a leading environmental affairs site.

[http://www.guardian.co.uk/sport/datablog/2012/jul/19/london-2012-olympic-sponsors-list](http://www.americascup.com/en/sustainability) - a list of the 2012 sponsors and their financial contributions.

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1. World Commission on Environment and Development. (1987). Our common future. p44. [↑](#footnote-ref-1)
2. The London Organising Committee of the Olympic and Paralympic Games [↑](#footnote-ref-2)
3. The food vision aimed to deliver more than 14 million meals from healthy, sustainable sources, reflecting London’s diversity and delivered at affordable prices. [↑](#footnote-ref-3)
4. Rio 2016 aims for all spectators and staff to be able to travel by public transport. This is very ambitious, given its low public transport base. [↑](#footnote-ref-4)
5. See Figure 1 (p9) of CSLondon’s 2010 annual review, “Game changing?” (published April 2011). [↑](#footnote-ref-5)
6. The Games received public funding totalling some £9.3Bn (~$14.2Bn). Following World Bank data, this is higher than the 2011 GDP of many countries, such as Mozambique, Namibia, or Cambodia, and approximately the same as Senegal ($14.29Bn GDP) or Georgia ($14.37Bn). Sponsorship made an additional contribution. (World Bank data from <http://data.worldbank.org/indicator/NY.GDP.MKTP.CD>) [↑](#footnote-ref-6)
7. For further details, see the separate HEA guide on Olympics and Ethics, by Laura Spence. [↑](#footnote-ref-7)
8. This was a serious issue in South Africa when it held the 2010 FIFA World Cup. Slogans on protesters’ placards reading, “Will my children eat soccer balls?” and “Is FIFA my new government?” nicely summarise the issue. [↑](#footnote-ref-8)
9. All links provided here were checked and active as of 30 June 2013. [↑](#footnote-ref-9)