



INTERNATIONAL  
OLYMPIC  
COMMITTEE

# 10th WORLD CONFERENCE ON SPORT AND THE ENVIRONMENT

CHANGING TODAY FOR A BETTER TOMORROW





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**CHANGING TODAY FOR A BETTER TOMORROW**



# TABLE OF CONTENTS

<b>1. KEY MESSAGES</b>	<b>5</b>
1.1. Message from the President of the International Olympic Committee, Mr Thomas Bach	5
1.2. Message from the Executive Director of the United Nations Environment Programme (UNEP) and Under-Secretary-General of the United Nations, Mr Achim Steiner	5
1.3. Message from the Minister of Natural Resources and Environment of the Russian Federation, Mr Sergei Donskoi	5
1.4. Message from the President of the Russian Olympic Committee, IOC Member, Mr Alexander Zhukov	5
<b>2. PROGRAMME OF THE CONFERENCE</b>	<b>6</b>
<b>3. SUMMARIES</b>	<b>12</b>
3.1. OPENING CEREMONY	12
Presentation of the IOC Sport and Environment Awards, 3rd Edition	15
3.2. PLENARY 1	
Beyond the Sporting Message: A Collective Vision for Sustainable Development	16
3.3. PLENARY 2	
Legacies of the Olympic Games for Sustainable Development	19
3.4. PARALLEL A – DIALOGUE	
Russian Legacies pre- & post-Sochi 2014	21
3.5. PARALLEL B – DIALOGUE	
Rio+20 The Future We Want: The Role of Sport	25
3.6. PLENARY 3	
Sport Contributing to the Sustainability Agenda of the UN System and its Partners	29
3.7. PARALLEL C – DIALOGUE	
Obtaining Results through Sharing Inspiration	32
3.8. PARALLEL D – DIALOGUE	
Global Connectors for Management of Natural Resources and Social Capital	35
3.9. PLENARY 4	
Showcasing Innovation through the IOC Sport and Environment Award	38
3.10. SPECIAL PLENARY	
Motivational Speaker	41
3.11. OPEN DIALOGUE FORUM	
The Environmental Sustainability Matrix in Sport: Securing Progress	42
3.12. CLOSING CEREMONY	44
<b>4. RECOMMENDATIONS</b>	<b>45</b>
<b>5. LIST OF PARTICIPANTS</b>	<b>47</b>



IOC WORLD CONFERENCE  
SPORT AND ENVIRONMENT



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## 1. KEY MESSAGES

### 1.1. Message from the President of the International Olympic Committee, Mr Thomas Bach



When we talk about sustainable development, we are also expressing our hope for a better future, for an environmentally sounder and more humane society. A society which no longer focuses on short-term success, but rather spares a thought for subsequent generations as well as its own needs. It is an attitude which corresponds to the spirit of Olympism. With this 10th IOC World Conference on Sport and the Environment under the motto “Changing Today for a Better Tomorrow”, we are offering a further timely opportunity to move closer to this end. We are offering a platform for comprehensive dialogue with many worldwide partners on this theme, and the chance to discuss new ideas and turn them into reality.

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



We look to leaders in industry but also to the Olympic Movement and to sportsmen and sportswomen to continue to inspire young people in particular in our societies. They need to believe that the future is not one in which climate change will affect our lives for the worse and where the loss of species is something that is a given fact. We have the power to change and the Olympic Movement represents to me the best opportunity for that inspiration to travel from an idea into literally millions of hearts and minds.

### 1.3. Message from the Minister of Natural Resources and Environment of the Russian Federation, Mr Sergei Donskoi



We are here to discuss the issues of environmental policy in preparation for sporting events, to exchange experiences in the field of interaction between sport and the environment. In fact, the problems of ecology and sports are comparable. If the mass development and promotion of sport is the path to a healthy life, then environmental measures are the path to a healthy life for our planet.

### 1.4. Message from the President of the Russian Olympic Committee, IOC Member, Mr Alexander Zhukov



The World Conference on Sport and Environment is one of the most significant events within the 2013 designated Year of Environmental Protection. This year, many environmental programmes are being executed, not only in Sochi but also in the other regions of Krasnodar Krai.



## 2. PROGRAMME OF THE CONFERENCE

30 October 2013

### **OPENING CEREMONY WITH CULTURAL PROGRAMME** **Presentation of IOC Sport and Environment Awards, 3rd edition**

31 October 2013

### **PLENARY 1** **Beyond the Sporting Message:** **A Collective Vision for Sustainable Development**

The 10th IOC World Conference on Sport and the Environment follows one year after the United Nations (UN) Conference on Sustainable Development (Rio+20), which was a defining moment to reset the world on a sustainable development path and to re-commit to a long-term agenda on sustainable development. Therefore, the opportunity to share and explore the Olympic Movement's legacies and continuing progress through sport in the framework of sustainable development is a timely action to converge with the post-2015 development agenda.

*Moderator:*

Sir Craig Reedie, IOC Vice-President

#### **Principal Speakers:**

Mr Thomas Bach, IOC President

#### **Speakers:**

Mr Sergei Donskoi, Minister of Natural Resources and Environment of the Russian Federation

Mr Nick Nuttall, Spokesperson for the Executive Director of the United Nations Environment Programme (UNEP); Director of the Division of Communications and Public Information (DCPI)

Mr Dmitry Chernyshenko, CEO and President, Organising Committee of the XXII Olympic Winter Games and XI Paralympic Winter Games (Sochi 2014)

Ms Raha Moharrak, Graduate of American University of Sharjah; Mountaineer

## PLENARY 2

### Legacies of the Olympic Games for Sustainable Development

The Olympic Games project lifecycle, its delivery, as well as the realities of aspiring cities can be observed as case study examples of good practices. This session highlights the achievements of Olympic host and bid cities in providing solutions to the interconnections of social well-being, the economy and environment through the development of a green economy, a new approach to the current ecological problems, forward planning and integration of a long-term, values-based vision.

*Moderator:*

Ms Michelle Lemaître, Head of Sustainability and Olympic Legacy,  
Olympic Games Department, IOC

**Speakers:**

Ms Tania Braga, Head of Sustainability and Legacy, Rio 2016™ Organising Committee  
for the Olympic and Paralympic Games

Mr David Stubbs, former Head of Sustainability, London 2012 Organising Committee  
of the Olympic Games and Paralympic Games; Independent Sustainability Expert

Mr Ken Melamed, former Mayor of Whistler, Vancouver 2010

## DIALOGUE – SESSION A

### Russian Legacies pre- & post-Sochi 2014

This session is based on the Sochi 2014 Environmental Programme Action plan in the four established dimensions: Games in Harmony with Nature, Climate Neutral Games, Zero Waste Games and Enlightenment Games. These foundation pillars testify to the promotion of sport and social development legacies.

*Moderator:*

Mr Sergey Zverev, Founder & President of CROS PR-Agency

**Panel:**

Ms Svetlana Gurieva, Head of Organising and Staging the XXII Winter Olympic Games 2014  
in Sochi Department at the Russian Olympic Committee

Mr Danila Ovcharov, Head of Sustainability and Environment Department, Sochi 2014  
Organising Committee

Mr Gleb Vatilestov, Head of Environment support department of SC Olympstroy

Ms Nicoletta Piccolrovazzi, Technology & Sustainability Director Olympic Operations

Mr Alexey Morozov, Head of winter sports development and the coordination of the preparation  
of Olympic Games in Sochi Department, Ministry of Sport of the Russian Federation

Ms Zhanna Grigorieva, Head of XXII Winter Olympic Games & XI Paralympic Winter Games preparation  
at the city of Sochi Administration



## **DIALOGUE – SESSION B**

### **Rio+20 The Future We Want: The Role of Sport**

The Olympic Movement recognised the historic opportunity provided by Rio+20 to address the challenges faced by present day society and the planet for future generations. This session focuses on the universality of sport and its contribution to the international roundtable discussion on the elaboration of the Sustainable Development Goals (SDGs).

*Moderator:*

Ms Camilla Haugsten, Member of the IOC Sport and Environment Commission

**Panel:**

Ms Claudia Bokel, IOC Member; Chair of the IOC Athletes' Commission, Olympic medallist

Ms Sascha Gabizon, Executive Director, Women in Europe for a Common Future (WECF)

Mr Sebastià Semene Guitart, Senior Coordinator, Europe and Union Development Planning, International Union for Conservation of Nature (IUCN)

Mr Craig Simmons, Co-Founder and Technical Director of Best Foot Forward, Ltd.

Ms Sonali Prasad, Member of the IOC Press Commission; YOG Young Reporter

## **PLENARY 3**

### **Sport Contributing to the Sustainability Agenda of the UN System and its Partners**

The UN system has been using the platform of sport as a valuable cross-cutting tool to develop and implement its activities and work towards achieving its goals and mandate in terms of sustainable development at the international, regional and national levels. The UN General Assembly decision in 2009 to grant UN Permanent Observer Status to the IOC further recognised the important role of sport and the Olympic Movement's (OM) long history of working with the UN system. This session is devoted to the partnership work between the OM and the UN System on a broad range of fundamental issues within the framework of sport, environmental governance and sustainable development. This collaboration has been instrumental in putting in place policies and programmes to convey and act upon key messages related to environmental sustainability, peace building, humanitarian assistance, social inclusion, economic development, wellness through physical activity and more.

*Moderator:*

Mr Nick Nuttall, Spokesperson for the Executive Director of the United Nations Environment Programme (UNEP); Director of the Division of Communications and Public Information (DCPI)

**Speakers:**

Mr Bayisa Wak-Woya, Resident Coordinator for Russia, UN High Commissioner for Refugees (UNHCR)

Mr Charles Dan, Special Representative on Youth and Social Inclusion, International Labour Organization (ILO)

Mr Timothy Armstrong, World Health Organization (WHO)

Ms Katerina Nikoloska, UNEP Youth representative



**1st November 2013**

## **DIALOGUE – SESSION C**

### **Obtaining Results through Sharing Inspiration**

It is a well-recognised fact that the “sporting landscape” can serve to strengthen the wider outcomes of local priorities in terms of safer, stronger, healthier and more vibrant communities.

This panel showcases good practices from continental and regional games and other grassroots activities delivered by International Federations and National Olympic Committees.

*Moderator:*

HE Sheik Saoud bin Abdulrahman Al-Thani, Member of the IOC Sport and Environment Commission; Secretary General, Qatar Olympic Committee; Board Member of the GCC Sports Commission

**Panel:**

Mr Rustem Kamalov, First Deputy Minister of Ecology and Natural Resources of the Republic of Tatarstan

Mr Saths Reddy, President, South African Confederation of Cue Sport

Ms Irina Badayan, Pro-Rector and Head of the Russian International Olympic University (RIOU), Sochi Branch

Mr John Hamilton Hamish Reid, Co-Founder, Project Lifefoot Trust

## **DIALOGUE – SESSION D**

### **Global Connectors for Management of Natural Resources and Social Capital**

An informative dialogue between practitioners and policy-makers in taking an integrated systems-based approach to managing the impacts and opportunities of linking sport and the environment.

The focus is on how scientific evidence can be used to advance the environmental agenda and the role sport plays in mainstreaming this line of thought.

*Moderator:*

Mr Tore Brevik, Member of the IOC Sport and Environment Commission

**Panel:**

Mr Alexander Soloviyarov, Director of the Institute of Natural Resources Economics and Environmental Policy in NRU “Higher School of Economics”

Mr Xavier Guijarro Margalef, Value Exchange Director: Environmental Education, the Earth Charter and the Earth Dialogues, Green Cross International

Ms Simona Zeroska, TUNZA-UNEP Youth Advisory Council for Europe, UNEP

Mr Wondwosen Asnake (ETH), Programme Officer, Civil Society United Nations Environment Programme (UNEP)



## **PLENARY 4**

### **Showcasing Innovation through the IOC Sport and Environment Award**

First introduced by the IOC Sport and Environment Commission in 2009, the Awards recognise and celebrate the achievements of individuals, groups and organisations that have shown initiative and taken action to drive environmental efforts and projects within their community.

*Moderator:*

Mr Tony Estanguet, IOC Member; Member of the IOC Athletes' Commission; Olympic champion

**Speakers:**

Mr Saifudin Patwa, Secretary General, Kenya Rowing and Canoe Association; Secretary General, Confederation of African Canoeing on behalf of Kenya Rowing and Canoe Association

Ms Deidre Laframboise (CAN), Executive Director, on behalf of Clean Air Champions (CAC)

Mr Abbas Ali Gaeini, Chairman of Sport and Environment Commission, National Olympic Committee of Iran

Mr Daimar Stajner, Executive Director NOC Serbia, on behalf of the Sport and Environment Commission, National Olympic Committee of Serbia

Mr Alex Davani, Chair of the Athletes' Commission, Papua New Guinea Sports Federation on behalf of Sustainable Coastlines and Papua New Guinea Olympic Committee (PNGOC)

## **SPECIAL PLENARY SESSION**

As an ocean advocate and a pioneer swimmer Lewis has been to the world's most inaccessible places and put his body through unimaginably difficult conditions. His high-school classroom overlooked the Atlantic Ocean; his first swim was from Robben Island to Cape Town at the age of 17. In 2003, he left his maritime law practice to follow his dream: to protect the oceans. He was the first person to complete a long distance swim in every ocean of the world. In 2007 he undertook the first swim across the North Pole to highlight the melting of the Arctic sea ice, while in 2010 he swam across a glacial lake on Mount Everest to draw attention to the melting glaciers in the Himalayas. Millions have viewed his talks at TEDGlobal. His speech on leadership at the BIF Conference was voted one of the "7 Most Inspiring Videos on the Web". In 2010, the World Economic Forum named him a Young Global Leader and in 2013, UNEP appointed him as Patron of the Oceans. In 2013, Lewis was inducted into the International Marathon Swimming Hall of Fame.

**Motivational Speakers:**

Mr Lewis Pugh, UNEP Patron of the Oceans



## **OPEN DIALOGUE FORUM**

### **The Environmental Sustainability Matrix in Sport: Securing Progress**

Sport needs to adhere to an environmental roadmap that secures an eco-economical future in relation to its operations, suppliers, and Games-time product. Recent approaches have added cultural and political dimensions into the sustainability matrix. This wrap-up session reviews how the sporting movement can contribute in a positive way to the reduction of negative human impact through environmental governance, management of human consumption of resources, and social considerations where cultural, health-related and financial aspects are integrated.

*Moderator:*

Mr Gideon Sam, President, South African Sports Confederation and Olympic Committee (SASCOC); Member of the IOC Sport and Environment Commission

**Speakers:**

Ms Svetlana Zhurova, Chairman of the Foreign Affairs Committee of the State Duma of the Federal Assembly of the Russian Federation

Ms Sascha Gabizon, Executive Director, Women in Europe for a Common Future (WECF)

Ms Sonali Prasad, Member of the IOC Press Commission; Youth Olympic Games Young Reporter

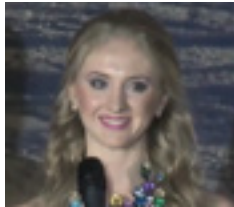
## **CLOSING CEREMONY**

### **PRESENTATION OF FINAL STATEMENT**

Sir Craig Reedie, IOC Vice-President

## 3. SUMMARIES

### 3.1. OPENING CEREMONY



Moderator

**Ms Olga Prut-Struchkova (Russian Federation)**  
former Rhythmic Gymnastics world champion



Moderator

**Mr Denis Pankratov (Russian Federation)**  
Vice-President of the Russian Swimming Federation;  
Olympic champion



**Mr Dmitry Kozak (Russian Federation)**  
Deputy Prime Minister of the Russian Federation

Mr Kozak began his address by hailing the conference as a global forum for promoting the ideas and principles of sustainability and environmental protection through sport.

With regard to Sochi 2014, he said in building venues and infrastructure from scratch the aim was to mitigate the impact of construction activity on the environment through the use of cutting-edge technology and expertise.

He added that he was confident Russia had fulfilled all its obligations to the full, creating a positive ecological balance and introducing numerous measures to offset the impact of construction work.

Citing specific examples, he noted that the Sochi National Park and Biosphere Reserve had been enlarged and accorded further protection, with a new bird reserve being created and 1.5 million new trees planted – three for every one cut down. Moreover, he explained that three million young fish had been released into the nearby Mzymta River, while the Persian leopard conservation programme had resulted in the birth of four new cubs.

He explained that the Sochi 2014 organisers were also pursuing a zero-waste policy, with the construction of a waste-processing plant that is the first of its kind in Russia and six new water treatment facilities, which would improve water quality and create cleaner beaches.

He explained that the Russian Federation's carbon footprint programme would also reduce Sochi 2014's footprint to a level comparable to that of Vancouver 2010, adding that all of the venues complied with the highest possible construction standards and that Sochi's environmental projects would provide a lasting legacy for the region.

In closing, he said: "Our partners should know that Russia is committed to protecting the environment and will use the Games as a platform to promote this ideal."



**Mr Sergei Donskoi (Russian Federation)**  
**Minister of Natural Resources and Environment**  
**of the Russian Federation**

Mr Donskoi began by thanking the International Olympic Committee for giving Russia the opportunity to host the Conference on Sport and the Environment.

He underlined the importance of the conference as a forum for exchanging international experience and know-how in the field of staging environmentally friendly and sustainable sporting events.

He went on to note that Russia was taking its responsibilities very seriously with regard to ensuring that the Games complied with the latest “green” requirements and left a positive environmental legacy. He also highlighted the natural synergy between the goals of sport and environmental protection, noting that the former sought to promote healthy living, while the latter sought to ensure the healthy life of our planet.

He reminded the audience that one of the core tenets embraced by Rio+20 had been that sustainable development requires a general “greening”, and that it was therefore appropriate that, 18 months on, the conference was focusing on the implementation of “green” principles in the preparations for large-scale sporting events, adding that the Olympic Movement had a central role to play in the shift towards long-term sustainable development.

In conclusion, he said that the conference would help focus public attention on the interaction between sport and the environment, helping to generate a fresh approach to future sports projects.



**Mr Alexander Zhukov (Russian Federation)**  
**President of the Russian Olympic Committee; IOC Member**

Mr Zhukov welcomed conference participants to Sochi on behalf of the Russian Olympic Committee (ROC), noting the significance of the event for Russia, as evidenced by the fact that 2013 had been decreed Year of Environmental Protection by the President of the Russian Federation.

Reviewing the preparations for Sochi 2014, he noted that all of the construction and infrastructural work had been carried out in compliance with environmental standards.

He claimed that the staging of the Winter Games in Sochi would not only create a huge sporting legacy for the region, but also provide a major boost to conservation and ecological programmes.

He then went on to review the IOC’s long-term programme of action for sustainable development and explained how the Russian Olympic Committee was acting to put this programme into action, specifically through the use of green construction technologies, eco-friendly sports equipment and pollution-free transportation.

He noted the leading role being taken by the ROC’s Commission on Sport and Environment, chaired by IOC member, ROC Executive Board member and Russian Tennis Federation President, Mr Shamil Tarpishev. He added that the work of the Commission was bolstered by the active involvement of several leading ecologists, well-known athletes and representatives of the Ministry of Sports and the Ministry of Natural Resources of the Russian Federation; all, he said, were committed to seeing ecological principles translated into tangible achievements under the aegis of the Olympic Movement.



**Mr Achim Steiner (Brazil)**  
**Executive Director of the United Nations**  
**Environment Programme (UNEP);**  
**Under-Secretary-General of the United Nations**

In a recorded video message Mr Steiner reflected on how the environment had been a constant theme in the Olympic Movement since the IOC and UNEP launched their partnership in 1994.

He noted that their subsequent cooperation had highlighted the shared objectives between sport and the environment, and reinforced the common values of the UN and the Olympic Movement.

He said that the regular staging of the Conference on Sport and the Environment was a further sign of how far the sporting world had come, and that it was now synonymous with best practice and green innovation, which were now key criteria in the bidding process to host the Olympic Games.

He further noted that the legacy of the Games was currently measured not just by energy-efficient stadiums, but also by improvements for host cities and investments in public transport systems, citing the example of how new energy systems were tested at Beijing 2008 before being rolled out in China as a whole.

Addressing the audience, he said: “We look to you as representatives of the sporting world and the environmental world to move the agenda forward and to help build the green economies of tomorrow.”

Mr Steiner said it was up to industry leaders, the Olympic Movement and athletes to continue to inspire young people, adding that this was an opportunity to bring about change for years to come. “We count on you to demonstrate this is not just theory,” he urged.

In concluding, Mr Steiner said that UNEP had made over 90 environmental recommendations to the Sochi Organising Committee, and wished it every success in staging the 2014 Winter Games and creating a legacy for future generations.



**Mr Thomas Bach (Germany)**  
**President of the International Olympic Committee**

The IOC President began his welcome address by extolling the Conference motto, “For a better tomorrow”, suggesting that this message should be central to the Olympic Movement’s efforts to engage in a comprehensive dialogue with its partners.

He added that it would also give the IOC and the Olympic family an opportunity to highlight their achievements on environmental issues and to emphasise the contribution sport can make to the debate on sustainable development goals and the post-2015 agenda.

Pointing to the huge task of helping the next generation create a fairer, healthier and more peaceful world, Mr Bach stressed the need to make changes today in order to bring about the necessary shift towards environmental protection and sustainable development.

He said sport was setting a good example by making a tangible contribution to reducing environmental impact through the Olympic Movement.

“We are helping in the search for sustainable solutions by providing highly practical guidelines and strategies, for implementation globally, by acting locally,” he noted.

He went on to say that one of the most crucial issues addressed at the Conference was how lessons could be learned from examples of best practice at the Olympic Games and other Olympic events as a means of implementing a more responsible and sustainable approach to the environment.

After thanking the organisers, the Russian Government, the Russian Olympic Committee, the Sochi Organising Committee and UNEP, Mr Bach concluded by saying that sport was a key means of engaging young people and raising awareness of sustainability. He called for new partnerships and networks to facilitate the changes needed to create a better tomorrow.

## Presentation of the IOC Sport and Environment Awards, 3rd edition

The winners of the 3rd IOC Sport and Environment Awards, which recognise and celebrate outstanding grassroots initiatives in the field of sustainable sport and environment, were announced during the Opening Ceremony.

One award was given to a nominee from each of the five continents (Africa, Americas, Asia, Europe and Oceania) selected by a jury composed of members of the IOC Sport and Environment Commission.

Nominated projects embraced the following principles:

- Regarding the environment as the third pillar of Olympism alongside sport and culture and education;
- Creating awareness by means of education through sport, especially with regard to young people;
- Believing in the catalytic power of sport to engage a global audience in accepting responsibility for safeguarding the fragile ecosystems of the earth.

Find out more about the winners and their projects here:

[www.olympic.org/Documents/Focus/FOCUS\\_LR\\_En.pdf](http://www.olympic.org/Documents/Focus/FOCUS_LR_En.pdf)



## 3.2 PLENARY 1

### **Beyond the Sporting Message: A Collective Vision for Sustainable Development**



Moderator

**Sir Craig Reedie (Great Britain)**  
**Vice-President of the International Olympic Committee**



**Mr Thomas Bach (Germany)**  
**President of the International Olympic Committee**

The IOC President noted that whilst “sustainability” is a very old term, its real impact on our daily lives has only become well-understood recently. He referred to the 2012 UN Conference on Sustainable Development, and emphasised that everyone must work together to achieve its development goals.

Ever since the IOC made the environment the third pillar of the Olympic Charter, developing sustainability has been a priority, as evidenced by the fact that the IOC was the first sports organisation to adopt the UN’s Agenda 21 and adapt it for use within the sporting framework.

Mr Bach took a historical perspective as he reviewed how, from Barcelona 1992 to Vancouver 2010, environmental issues had increasingly become a key focal point for Games organisers. He then discussed in some detail the sustainability legacy of London 2012, which incorporated climate change, waste management, biodiversity, inclusivity and health into its strategic planning.

Referring to Sochi 2014, he noted the close cooperation between the IOC, UNEP and the Games organisers. He pointed out that as a result of the Games, Russia had now developed green building standards for sporting venues that did not exist previously.

Finally, Mr Bach stressed that while dialogue was important, it was even more important to reach concrete conclusions and achieve results, stating that “we in sports know that it is the results that matter”.





**Mr Nick Nuttall (Great Britain)**  
**Spokesperson for the Executive Director of the United Nations Environment Programme (UNEP); Director of the Division of Communications and Public Information (DCPI)**

Mr Nuttall outlined the role of UNEP and went on to look at its partnership with the IOC, which dates back to 1994, and how “green” initiatives have become a key feature of the bidding process for the Olympic Games. He pointed out that the future sustainability of our world is at risk, and that “pathways towards an inclusive Green Economy have become imperatives”.

He went on to examine the significance of Rio+20 in 2012 and its efforts to end the fundamental disconnect between the environment and the economy, and he also reviewed the achievements of the Millennium Development Goals (MDGs) and the Sustainable Development Goals (SDGs).

He applauded the fact that major sporting events such as the Olympic and Paralympic Games have been used to showcase to the world what is possible in terms of sustainability and to empower change, influencing the public, the business world, cities and governments.

He went on to emphasise the central role of governments, focusing on the use of the “beyond GDP (GDP+)” metric, which incorporates sustainable development criteria to gauge a country’s well-being.

He further emphasised the responsibilities of the corporate world, and called on the 75 per cent of businesses that have not yet embraced public reporting of their environmental, social and governance footprint to do so, as this approach has been shown to lead to more environmentally sustainable actions.

Finally, he addressed the topics of sustainable consumption and production, calling on the organisers of large sporting events to take a look at the “food print” of their events, noting that “28 per cent of arable land is being used for food that never makes it from farm to fork” and emphasising that this was something which must be addressed.



**Mr Sergei Donskoi (Russian Federation)**  
**Minister of Natural Resources and Environment of the Russian Federation**

Mr Donskoi described how major sporting events in Russia have come to serve as a testing ground for large-scale environmental projects and help the “greenification” of the global economy to gain momentum.

He emphasised that such events enable pioneering new sustainable practices and technologies to come to the fore, noting that more and more attention is being devoted to this area in Russia. He cited the example of the 2013 World University Games in the Russian city of Kazan, which was hailed for its pioneering approach to CO<sub>2</sub> emissions and water usage, and which provided the template for similar strategies adopted by Sochi 2014.

He went on to give other specific examples of Russia’s increased commitment to the environment, including the five-fold expansion of the national park and protected areas in the region around Sochi 2014, highlights of which have been the reintroduction of the Persian leopard and new tree planting programmes in the Western Caucasus.

He also noted the adoption of new sustainability requirements in the forestry industry, which were due to be enshrined in law, and the new environmentally friendly standards applied to procurement of goods and services and the green certification system, which have been embraced by “Olympstroy” in order to minimise any adverse impact on the environment relating to Sochi 2014.

Mr Donskoi went on to provide further illustrations of the pioneering approach embraced by Sochi 2014, including the introduction of systems that enable real-time monitoring of environmental contamination levels.



**Ms Raha Moharrak (Saudi Arabia)**  
**Graduate of American University of Sharjah;**  
**Mountaineer**

Ms Moharrak, who at the age of just 25 completed an ascent of Mount Everest, underlined our obligation to act as stewards of the environment in order to preserve the planet’s natural beauty for future generations.

She reflected on her own relationship with the natural world as a mountaineer, which had seen her – an Arab woman who grew up in the desert – overcome gender and cultural stereotypes to reach the summit of six of the world’s seven highest peaks over a two-year period.

Her success, she explained, lay in the seeds of courage and curiosity that were planted in her as a child. It was vital, she argued, to provide future generations with such opportunities to follow their dreams, and that this, in turn, would inspire others to pursue their own aspirations.

She noted that we sometimes forget the importance of instilling such values in our children, and emphasised the key role that sport could play in this regard. She credited sport with having equipped her with the essential tools for life: patience, discipline, teamwork and, above all, courage. Moreover, she contended that if children were raised to be confident and curious, with respect for the environment, they would be better equipped to attempt and even achieve their dreams, and concluded by pointing out that “yesterday’s dreamers are today’s pioneers”.

### 3.3 PLENARY 2

## Legacies of the Olympic Games for Sustainable Development



Moderator

**Ms Michelle Lemaître (Australia)**  
**Head of Sustainability and Olympic Legacy,**  
**Olympic Games Department, IOC**



**Ms Tania Braga (Brazil)**  
**Head of Sustainability and Legacy, Rio 2016™**  
**Organising Committee for the Olympic and Paralympic Games**

Ms Braga noted that Rio 2016 intended to harness sustainability as an important catalyst for change in Brazil, promoting new attitudes to business activity and consumption.

She explained how social, environmental and economic responsibility criteria were being integrated into the planning for the Rio 2016 Games, and would be equally central during Games-time operations and disassembly. The goal was not only to reach high levels of excellence in delivery, but also to set new standards for sustainable event management throughout the country and region.

In March 2013 the Rio 2016 OCOG had agreed on a comprehensive Sustainability Management Plan (SMP) together with the local, regional and national governments, which set out the fundamental principles for sustainable development and was based around three strategic objectives: “Planet” (minimising the environmental impact of the 2016 Games); “People” (ensuring that the 2016 Games are inclusive and accessible to everyone); and “Prosperity” (contributing to the economic development of the state and city of Rio de Janeiro).

In conclusion, Ms Braga noted that Rio 2016 would also be promoting and implementing measures that would bring benefits to Brazil and beyond through initiatives focusing on areas such as professional development, accessibility, inclusion, social entrepreneurship, training, volunteering and recycling.



**Mr David Stubbs (Great Britain)**  
**Former Head of Sustainability, London 2012 Organising**  
**Committee of the Olympic Games and Paralympic Games;**  
**Independent Sustainability Expert**

Mr Stubbs explained how legacy had been the constant mantra throughout the preparations for London 2012, noting that, one year after the Games had finished, significant progress could be seen across a wide range of areas. The UK had witnessed a surge in sport participation and elite sport funding; inward investment into London was up and there had been business growth linked to the Games.

Visitor numbers to London were at record levels. More people were volunteering, while attitudes towards people with disabilities and public transport accessibility had improved. East London had benefitted from new housing and continued regeneration.

Over the next decade and beyond, the London 2012 story would continue to shape understanding of Olympic legacy and the underpinning role played by sustainability.

Sustainability was integral to the vision and the plan to transform east London, acting as a driver for environmental and social benefits that had created a tangible legacy.

Sustainability achievements included a 25 per cent reduction in the carbon footprint, improved public transport, zero waste to landfill, and sourcing of sustainable goods and services to the value of USD 1.5 billion.

Factors critical to the successful outcomes included a clear and shared vision, committed leadership, and an early start. Sustainability had been placed at the centre of strategic planning. Engaging stakeholders, transparent reporting and knowledge sharing were also vital.

London 2012 showed that sustainability made business sense. Direct net benefit to LOCOG had been over USD 50 million, with cost savings recorded in energy, materials and waste disposal, increased sponsorship revenue, and intangible benefits in areas such as risk management and reputation enhancement.

Finally, Mr Stubbs noted that London was sharing the knowledge and lessons learned from the 2012 Games through its Learning Legacy project, which was helping to establish new benchmarks, particularly within the construction and event sectors.



**Mr Ken Melamed (Canada)**  
**Former Mayor of Whistler (2005-2011)**

Mr Melamed focused on how strategic sustainability had played a part in Games planning for Vancouver 2010, emphasising the crucial role of strategic planning and a long-term vision.

He underscored the importance of building sustainable partnerships with all stakeholders (e.g. business partners, venue developer, regulator, service providers), noting that Whistler and the Vancouver 2010 organisers worked closely with the IOC to produce a successful and innovative model that was unique in many ways.

Mr Melamed went on to explain how careful planning and partnership were key to Vancouver 2010's success and the creation of meaningful legacies. Different building blocks were put in place such as the 2001 Guiding Principles, the 2002 Multi-Party Agreement and the "The Dream" series in 2008, as part of a journey towards the ultimate vision of Whistler in 2060.

He cited the example of Whistler's newest neighbourhood, the Cheakamus Crossing, which was built on the foundations of community, adventure and sustainability, and is destined to become one of Whistler's greatest Olympic legacies.

Mr Melamed's advice to future Games organisers was to start early, think long term, build from a strong foundation, and embrace a shared vision and shared values. He added that Whistler's experience provided useful learning opportunities and should serve as an inspiration to others to reach for ever greater achievements through the Olympic Movement.

### 3.4. DIALOGUE – SESSION A

#### Russian Legacies pre - & post - Sochi 2014



Moderator

**Mr Sergey Zverev (Russian Federation)**  
Founder & President of CROS PR Agency



**Ms Svetlana Gurieva (Russian Federation)**  
Head of Organising and Staging the XXII Winter Olympic Games  
2014 in Sochi at the Russian Olympic Committee

Ms Gurieva explained how the idea of transforming Sochi into an Alpine resort first emerged in the 1970s. Subsequently, backing for the project stalled due to the huge cost of staging the 1980 Olympic Games in Moscow, but the idea was revived in the 1990s, and received official state backing in 2000. At the initiative of the Sochi authorities, a conceptual framework setting out plans for urban and environmental development had been produced.

She went on to explain how, with the help of international specialists, a SWOT analysis had been carried out, and by the end of 2002 a detailed proposal for staging the Olympic Winter Games in Sochi had been drawn up.

With the project receiving government support and with the active involvement of Russia's Ministry of Economic Development and Trade, the plan to turn Sochi into a world class, year-round resort had become a major priority. Winning the bid to stage the Winter Games accelerated this process, helping establish Sochi as a centre for winter sports, and making new sporting opportunities accessible to thousands of children in the region.

In terms of legacy, Ms Gurieva said that the key question was to ensure sustainable future use of the facilities and infrastructure. The objective was to create an Alpine complex that was complemented by a wide range of leisure and recreational facilities that would help establish Sochi as a popular tourist destination throughout the year.



**Mr Danila Ovcharov (Russian Federation)**  
Head of Sustainability and Environment,  
Sochi 2014 Organising Committee

Mr Ovcharov provided a detailed overview of the Sochi 2014 Environmental Programme, explaining that one of the guiding concepts that had been embraced by the organisers was to deliver an Olympic Games that was completely in harmony with nature.

The Environmental Programme for Sochi 2014 had received the backing of the Russian Ministry of Natural Resources, and was also fully endorsed and supported by the United Nations Environmental Programme (UNEP).

The environmental agenda for the Games included more than 150 individual projects and joint initiatives, with the overall objective of achieving zero waste and delivering a truly sustainable Games being placed at the heart of the strategic plan.

Mr Ovcharov went on to predict that the Winter Games in Sochi would serve as a catalyst for improving environmental protection in Russia and would create an enduring green legacy, given that many of the programmes launched as a result of Sochi 2014 were set to continue over the following two decades.

He also noted that the build-up to the Games had coincided with the launch of the first Russian Sustainability Awards, which aimed to raise the bar for sustainable approaches to development in a wide variety of different areas.



**Mr Gleb Vatletsov (Russian Federation)**  
**Head of Environment Support, SC Olympstroy**

Mr Vatletsov focused his presentation on the environmental protection programme undertaken as part of the development of the sporting and non-sporting infrastructure for Sochi 2014. This saw a wide range of prevention, mitigation and offset measures implemented.

He went on to cite a number of specific examples of such measures, including: the protection programme for the endangered Persian leopard; the enlargement of the Sochi National Park; the vegetation compensation programme in both the Coastal and Alpine Clusters, which were the two main focal points for the sporting events at Sochi 2014; the establishment of the National Ornithological Park; the development of an Environmental Corridor; and the creation of a new Environmental Education Centre.

Mr Vatletsov went on to point out that the hosting of the Olympic Winter Games in Sochi had given a much needed boost to the development of Green Construction Standards in Russia. He noted that in their efforts to implement these standards, the organisers of the Games had already gone beyond the requirements laid down by the relevant Russian legislation.

He confirmed that BREEAM certification had been sought for all of the key venues at Sochi 2014, thus bolstering the opportunities for suppliers of greener technologies used in energy and water utilities, as well as significantly increasing the accessibility of the venues at the Games.



**Ms Nicoletta Piccolrovazzi (Italy)**  
**Technology & Sustainability Director**  
**of Olympic Operations, DOW**

Ms Piccolrovazzi focused on the issue of climate protection, something that had become a major consideration for the organisers of recent editions of the Olympic Games.

She explained that as an IOC TOP Sponsor, DOW had worked closely with the Sochi 2014 Olympic Winter Games organisers, and that the two had embraced the shared objective of delivering an Olympic Games that would have a minimal impact on the climate. This shared belief had been translated into action by measuring, reducing and mitigating the carbon footprint of Sochi 2014.

The introduction and implementation of new climate-friendly technologies throughout the whole of Russia had been combined with a verifiable scheme for offsetting emissions generated by spectators and media representatives during the Games. The net outcome was the development of an approach that challenged the status quo.

Ms Piccolrovazzi went on to explain that it was DOW's intention to utilise offsets from Russia, and also from Brazil and Republic of Korea, the respective host countries of the 2016 Olympic Games and the 2018 Olympic Winter Games. This would further increase the positive environmental impact resulting from the pioneering approach that had been embraced by the Sochi 2014 organisers and DOW in Russia.



**Mr Alexey Morozov (Russian Federation)**  
**Head of Winter Sports Development and Preparations**  
**for the Sochi Olympic Games, Ministry of Sport of the**  
**Russian Federation**

Mr Morozov provided an overview of the Russian government's approach to planning and constructing the sports and non-sports venues for Sochi 2014, noting that this had been underpinned by a desire to ensure that they would all have a viable and sustainable use after the Games.

He went on to explain how the government had undertaken a detailed analysis of the needs and demand for sporting, recreational and other infrastructure in the rapidly developing Sochi region. Each one of the new venues had been subjected to a rigorous evaluation process in order to establish their suitability for potential alternative usage after the Sochi 2014 Winter Games.

While it was envisaged that many of the venues would be transformed for alternative usage once the Games had finished, some were of course earmarked for future use as dedicated sporting facilities, with the aim being to bolster the sporting infrastructure and sporting life of the region beyond Sochi 2014.

He concluded by stating that the overall strategy had been designed to ensure that Sochi 2014 created a tangible sporting legacy, which was, of course, one of the most valuable outcomes to be derived from hosting a major international sporting and cultural event such as an Olympic Games.



**Ms Zhanna Grigorieva (Russian Federation)  
Head of Preparations for the XXII Winter Olympic Games  
& XI Paralympic Winter Games, the City of Sochi Administration**

Ms Grigorieva focused on the environmental interventions that had been deployed in Sochi as part of the preparations for the Olympic Winter Games. She stressed that the main thrust of the local authorities' approach had been to ensure that Sochi 2014 left behind a tangible long-term environmental legacy.

She explained that the guiding principle for their strategy had been to foster the development of environmentally friendly infrastructure that could subsequently be harnessed to bolster the efficiency of municipal services and that would help meet the real needs of Sochi's local population in the future.

Together with the Organising Committee, the City of Sochi administration had committed to a zero-waste strategy. In order to achieve the objectives of this strategy, new recycling and waste segregation facilities had been introduced, some of them with the support of packaging materials producers such as The Coca-Cola Company.

She went on to explain how the city's authorities had also invested heavily in increased water treatment capacity, which was another fundamental improvement that was certain to enhance the long-term sustainability and efficiency of Sochi's infrastructure beyond the Games.



### 3.5. DIALOGUE – SESSION B

#### Rio+20 The Future We Want: The Role of Sport



Moderator

**Ms Camilla Haugsten (Norway)**  
**Member of the IOC Sport and Environment Commission**



**Ms Claudia Bokel (Germany)**  
**IOC Member; Chair, IOC Athletes' Commission,**  
**Olympic medallist**

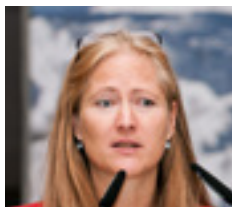
Ms Bokel noted that sport had a duty to reflect the increasing concerns of society with regard to environmental issues, and that the two were inextricably linked.

She went on to discuss how sport can serve as an educational tool that can help promote the benefits of nature, raise awareness of the dangers posed to the world around us, and instil values such as discipline, teamwork and respect for our environment.

She called on athletes to harness their status as role models beyond the field of play, citing the example of the IOC Athletes' Commission, whose members had decided to take action on the environment. She explained how the Commission's members unanimously opted to make a donation to a green offset programme in order to offset their carbon footprint.

Ms Bokel then went on to talk about the Youth Olympic Games, which had been set up in order to inspire young people around the world to participate in sport and embrace the Olympic ideals, arguing that this too could be harnessed positively to benefit the environment.

In conclusion, she noted that the Olympic Movement, like the world of sport as a whole, was ready to play its part in "changing today for a better tomorrow".



**Ms Sascha Gabizon (Netherlands)**  
**Executive Director, Women in Europe**  
**for a Common Future (WECF)**

Ms Gabizon focused on Rio+20 from a gender and women's rights perspective, while examining the contribution that sport can make to the new Sustainable Development Goals (SDGs).

She reflected that Rio+20 represented a historic opportunity to address the challenges faced by society in safeguarding the planet for future generations, and had brought a new level of recognition from governments that "sustainable development" was the way forward.

She praised the role sport had played in implementing the Millennium Development Goals (MDGs) in the areas of poverty eradication, education, gender, health and environment sustainability, and expressed the hope that it could do the same in the drive to achieve the SDGs, such as peaceful societies, good governance and equitable growth.

She noted that inequality remained the main obstacle to “environmental” change and “development”, pointing out that while women made up the majority of the world’s poor, they were the invisible pillar of the global economy, investing disproportionate time and energy into running families without due acknowledgement or remuneration.

She further noted that destruction of natural resources had the severest impact on the poor, and especially women, citing the Human Development Report’s warning that if environmental degradation continued at the current rate, over three billion people would be sucked back into extreme poverty.

She emphasised the need to shift from a “brown” economy – dependent on fossil fuel and resulting in pollution and environmental degradation – to a “green” economy that would create a healthier environment, generate more local jobs and produce a more sustainable and equitable society.

In conclusion, she noted that sport could provide a template for sustainable development, with the Olympic Movement – a standard bearer for equal rights – playing a key role by ensuring sustainability and “green economics” are placed at the heart of all of its events.



**Mr Sebastià Semene Guitart (Andorra)**  
**Senior Coordinator, Europe and Union Development Planning,**  
**International Union for Conservation of Nature (IUCN)**

Mr Guitart argued that sport and sustainability were intimately linked, not just because of the impact of sport on the environment, but conversely because of the consequences of environmental degradation on sport.

He suggested that, as one of the most recognisable brands on the planet, the Olympic Movement had the power to make a significant impact beyond sport and he identified three areas where the Olympic Movement could help bring environmental sustainability into the mainstream. He went on to outline how this could be achieved during each stage of the Olympic event cycle.

Firstly, during the planning phase, minimum environmental and social standard requirements needed to be set down, learning from and building on past experience. The IOC and the organisers should work actively with local and national NGOs and the private sector in the sphere of environmental planning, integrating sustainability into all phases of planning and design.

Secondly, during the post-event phase (Olympic legacy), the momentum gained during the Olympic Games should be harnessed, notably to compensate any negative impacts caused by the event (e.g. CO<sub>2</sub>, threats to biodiversity). He noted that restoration could be powerful and create a positive legacy that outlived the event itself.

Thirdly, he suggested that the Olympic Movement should be promoting sustainability through its events, and that athletes had a duty to lead the way when it came to good practices. For example, they and their sports should be choosing suppliers and sponsors that met sustainability benchmarks.

In conclusion, Mr Guitart noted that the three pillars of Olympism (sport, culture and environment) were the perfect vehicles to help build the three pillars of sustainability (social progress, economic growth and ecological balance).



**Mr Craig Simmons (Great Britain)**  
**Co-Founder and Technical Director**  
**of Best Foot Forward Ltd.**

Mr Simmons noted that climate change was arguably the greatest challenge facing humankind and was directly or indirectly linked to many of the key issues being addressed post-Rio+20, such as poverty, health, energy, water and food.

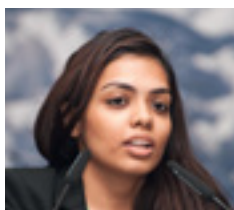
He argued that it was vital for organisers of major sporting events such as the Olympic Games to operate in a sustainable way and encourage environmentally responsible behaviours, especially as global warming can have a major impact on their events, not least in winter sports.

London 2012 and Sochi 2014 demonstrated that good carbon management made good financial sense, reducing the risks and operating costs of staging an event, as well as enhancing the reputations of host cities and sponsors.

Mr Simmons highlighted the award-winning carbon footprint methodology developed for London 2012, which illustrated opportunities for greenhouse gas reductions. He noted the importance of embracing a standardised set of metrics for measuring carbon footprint and carbon neutrality and welcomed the fact that the same methodology had since been used for other events including Sochi 2014.

He went on to give examples of measures that would help reduce the carbon footprint of international events in the future, such as minimising new venue construction by utilising temporary structures or re-using existing structures, and changing behaviours by educating the audience. He also stressed the importance of using events such as the Olympic Games as showcases for innovation and platforms for new ideas to be road-tested.

He noted that the Sochi 2014 “greening” initiative had created legacies not just on a national level but globally. Sochi had been able to enact national legislation and regulations (green building standards, energy efficiency standards, carbon reporting, etc.), and the 2014 Games had provided a template for planners of future international sports events such as the 2018 FIFA World Cup in Russia).



**Ms Sonali Prasad (India)**  
**Member of the IOC Press Commission;**  
**YOG Young Reporter**

Ms Prasad reviewed many of the contributions made by the Youth Olympic Games (YOG) to the Olympic Movement’s environmental sustainability agenda.

Looking first at the inaugural YOG in Singapore in 2010, she cited the use of existing venues; reduction of the carbon footprint by using environmentally friendly vehicles with zero carbon emissions; reduced wastage through shared services and spaces; and promotion of eco-friendly habits such as water saving, energy use and recycling.

The inaugural Winter YOG, Innsbruck 2012, used venues that had featured at the Winter Games in 1964 and 1976, while a joint IOC-UNEP educational programme delivered environmental messages to the athletes.



She noted that Nanjing 2014's plans to promote and implement environmental sustainability included the integration of solar energy and rainwater harvesting in the Olympic Village, while athletes would be asked to plant a tree in the new YOG Forest Park.

Lillehammer, which would be a motor vehicle-free zone during the 2016 Winter YOG, planned to convert its Olympic Village back into student accommodation after the Games, while some of the structures would be disassembled and rebuilt as housing in other parts of Norway. An equally sustainable approach was being embraced at a micro-level, with the plates, utensils and cups all being made from a material that could be fed to livestock after use.

Ms Prasad finished by touching on the key role that the media had to play in mobilising public opinion on sport and environmental issues, and she called on her fellow media professionals around the world to keep sustainability at the centre of the debate.

### 3.6. PLENARY 3

## Sport Contributing to the Sustainability Agenda of the UN System and its Partners



Moderator

**Mr Nick Nuttall (Great Britain)**  
**Spokesperson for the Executive Director of the United Nations Environment Programme (UNEP); Director of the Division of Communications and Public Information (DCPI)**



**Mr Bayisa Wak-Woya (Sweden)**  
**Resident Coordinator for Russia,  
UN High Commissioner for Refugees (UNHCR)**

Mr Wak-Woya spoke about how the UNHCR sought to address the plight of refugees around the world in partnership with other international organisations such as the IOC.

He noted that the creation of displaced populations and refugee camps led to a fundamental breach of the social contract between individuals, communities and nations, which in turn could lead to negative behaviours, values, attitudes and habits.

He noted that refugees were often denied access to basic rights such as water supply and health care, but also, in the case of children, education and play. The absence of kindergartens, schools and playing facilities meant that young people in refugee camps often grew up idle, which in turn could reinforce their status as an underclass and deny them the chance to contribute positively to society in future.

He emphasised that under the Convention on the Rights of the Child, access to sport was a right not a privilege, and that it was vital to get young people involved in sport as it brought joy, as well as physical and mental health, and developed self-esteem and character, meaning that they were more likely to make a positive contribution to their society.

He provided an overview of the work that UNHCR did alongside other international bodies to promote the right for play and enable young people to get involved in sport. He underlined that sport contributed to the development of peace, providing a bridge between refugees and their host communities, and facilitating greater understanding, both between individuals, and communities and countries.



**Ms Katerina Nikoloska (The Former Yugoslav Republic of Macedonia)  
UNEP Youth Representative**

A member of Macedonia's national judo team for thirteen years, Ms Nikoloska began by saying that sport was a vehicle for healthy living, and stressed the importance of youngsters acquiring good lifestyle habits and building up a good relationship with nature and the environment through sport.

Voicing her belief that sport was a major tool for “connecting healthy people with healthy environments and creating sustainability”, she argued that while this should be a concern for elite level athletes, the main focus should be on the grassroots, and on engaging ordinary people at the broad base of the pyramid.

She went on to say that when it came to major events, the need to look after the environment was something that should be instilled not just in athletes, but in all of those involved in sporting events, such as volunteers and support staff.

Pointing to the ability of sport to nurture discipline and make people useful members of the community, she said one of its goals was to help create healthy, sustainable lifestyles. Crucial to this was the role played by sports idols in setting the right example and helping to shape a better society for everyone. “We are not Olympians or top sports stars,” she said, “but people who enjoy our sport.”

In rounding off her contribution, she stressed the role of the Olympic Games in providing a model for a sustainable lifestyle and “a healthier and more prosperous tomorrow”, and ended with a message for the world's young people, urging them to “go out and play sport and be an example for a healthy community and a healthy planet”.



**Mr Charles Dan (Benin)  
Special Representative on Youth and Social Inclusion,  
International Labour Organization (ILO)**

Mr Dan described sport as a remarkable platform for economic, social and environmental change, and focused on four key drivers for change that he termed the 4Ss: Sport Skills, Social Inclusion, Sustainability and the Sport Multiplier Effect in addressing the environmental challenges that face the world and their implications for the labour market.

Describing sport as “a value-based engine that can develop core ethical skills such as fair-play, non-discrimination, friendship, excellence and resilience”, he noted that these qualities were highly valued in the employment market.

In terms of social inclusion, he noted that sport helped young people to connect. However, he also noted that two-thirds of young people in developing countries were underutilised and that there was a need to include 400 million young men and women in the labour market over the next decade.

He referred to the agreement signed in 1998 between the IOC and the ILO to promote social justice and human dignity, and engage in efforts designed to eliminate child labour around the world.

Turning to sustainability, he highlighted the importance of the Green Jobs Initiative of 2008, which sought to link environmental protection with social inclusion and protection.

Referring to what he called the “the sports’ multiplier effect”, he noted the major influence that international sporting events could have on mobilising and engaging people around the world. He cited the example of the ILO’s “Red Card to Child Labour” campaign, arguing that such initiatives could serve as a powerful and effective means of disseminating messages on important issues such as child labour.



**Mr Timothy Armstrong (Australia)  
World Health Organization (WHO)**

Mr Armstrong spoke about the World Health Organization’s partnerships with non-health agencies, and its efforts to tackle non-communicable-diseases (NCDs) – namely heart disease and stroke, cancer, chronic respiratory disease and diabetes – which were now recognised as the biggest killers globally.

He noted that cumulative lost output between 2011 and 2025 as a result of NCDs was estimated as USD 7 trillion, while the cost of scaling up to provide basic interventions to tackle this problem in developing nations was just USD 170 billion.

He stressed that the onus was therefore on the global community to take immediate action, and that this had been recognised by the UN in September 2011 with its declaration on the prevention and control of NCDs.

As part of this declaration, the WHO had been given three tasks: 1) to develop a global action plan designed to reduce the avoidable burden of NCDs; 2) to develop a global coordinating mechanism; and 3) to coordinate the UN’s global response to NCDs.

Mr Armstrong identified lack of physical activity as one of the main risk factors associated with NCDs, and this was why the WHO’s partnership with the IOC in promoting a “sports for all” approach and championing goals such as a smoke-free Olympic Games had a vital role to play.

He indicated that the message from the WHO’s member states was that they needed partners to help them address the problems associated with physical inactivity, and stressed that there was an opportunity for sports federations around the world to work with its member states and to use the health agenda as an entry point for meaningful partnerships for action.

### 3.7. DIALOGUE – SESSION C

#### Obtaining Results through Sharing Inspiration



Moderator

**HE Sheik Saoud bin Abdulrahman Al-Thani (Qatar)**  
**Member of the IOC Sport and Environment Commission;**  
**Secretary General of the Qatar Olympic Committee (QOC);**  
**Board Member of the GCC Sports Commission**



**Mr Rustem Kamalov (Russian Federation)**  
**First Deputy Minister of Ecology and Natural Resources**  
**of the Republic of Tatarstan**

Mr Kamalov discussed the Republic of Tatarstan’s successful experience of hosting the Universiade in the city of Kazan. He noted that the long-term benefits that the city had reaped from hosting such a “grand and bright occasion” far outweighed any temporary difficulties, and that his city was now preparing to host two further world championships.

In terms of legacy, the Universiade had left the city with 36 brand new sports facilities, which made use of some forward-thinking design and construction solutions and which were now hailed as among the best in Russia and Europe.

Moreover he noted that the Universiade had led to improvements in Kazan’s general infrastructure, for example in the transport network, which included a refitted airport and new system of bike rental called “Veli’K”.

Meanwhile, he noted that USD 60 million had been contributed by the Ministry of Natural Resources of the Russian Federation towards environmental monitoring, protection of water resources, waste management and urban regeneration.

Mr Kamalov revealed that the construction of exciting new sports facilities in the city had sparked a surge in public interest in healthy living and in environmental issues, while campaigns such as “100 Public Gardens” and “Green Record” had directly benefitted the city’s environment and its tourism industry.





**Mr Saths Reddy (South Africa)**  
**President, South African Confederation of Cue Sport**

Mr Reddy provided an overview of the South African Confederation of Cue Sport's involvement in an environmental project called "Let the River Flow", which focused efforts to decongest the Wilge River. He explained that the river was the primary source of water for over 57,000 people living in the Mafube district and neighbouring townships and serviced at least 12 million people living in the Province of Gauteng.

He explained how, for approximately 10 years, the river had been congested with debris caused by intermittent flooding, which in turn eroded the river's banks causing vegetation to fall into the water which then became stagnant. That led to water contamination levels failing to reach acceptable health standards, resulting in the water purification plant closing down. The river had also claimed the lives of animals and even indigent children, in search of firewood.

Mr Reddy explained how South African Cue Sport, in partnership with South African Breweries and the Mafube Municipality, has to date removed over 5,000 tons of logs from the river and cut down approximately 2,000 alien trees, which were using up three million litres of water per day. The wood was then cut up and delivered to neighbouring settlements that had no electricity.

He concluded by noting that other positive outcomes had already been witnessed: the water purification plant was back in operation and activities such as fishing, boating and picnicking had now recommenced.



**Ms Irina Badayan (Russian Federation)**  
**Pro-Rector and Head of the Russian International Olympic University (RIOU), Sochi Branch**

Ms Badayan explained how the pioneering Russian International Olympic University (RIOU) had been set up as part of the preparations for the Olympic Winter Games in Sochi to help monitor and address fundamental sport-related issues in a fast-changing world.

In September 2013, the RIOU had launched its new campus, a modern high-tech architectural complex in the centre of Sochi.

Unlike most universities, which evolved over time, the RIOU had burst into the educational space at a revolutionary pace. Its creation had responded to a need highlighted by the International Olympic Committee during the 2008 Olympic Games in Beijing.

Ms Badayan explained that the RIOU now had over 40 partnership projects with Russian and international organisations. It already boasted over 2,000 graduates, hailing from 14 countries around the world, who had completed various educational programmes leading to an RIOU Diploma.

The teaching staff comprised some 100 leading experts in their fields, while the university had also produced Russian editions of textbooks by leading world experts in the area of sports management, and had launched a unique Master of Sport Administration programme, delivered in two languages.



**Mr John Hamilton Hamish Reid (New Zealand)  
Co-Founder, Project Lifefoot Trust**

Mr Reid provided an overview of the activities of Project Litefoot, a New Zealand-based charitable trust working at the intersection between sport and the environment.

Litefoot was spearheaded by top sportspeople, who set out to lead by example in their own lives, inspiring New Zealanders to be environmental champions. The objective of their main programme, LiteClub, was to transform community sports infrastructure and culture with the goal of making them electricity independent, water neutral and zero waste by 2025.

Mr Reid explained how, since 2011, 276 clubs across 24 different disciplines had been fitted with energy efficient light bulbs, insulation, water-saving devices and a waste minimisation programme. To date, 793 tonnes of CO<sub>2</sub> had been prevented from entering the atmosphere; 10 million litres of water were being saved each year and hundreds of tonnes of waste had been diverted from landfills.

LiteClub was an entirely free service for clubs, which was made possible by funding from New Zealand's Ministry for the Environment and various other donations. As well as the environmental and social benefits, the initiative was freeing up USD 1.4 million for sport – for every USD 1 invested in LiteClub, the initiative was saving USD 2.57 for sport.

Mr Reid noted that, working together with New Zealand's top athletes, Project Litefoot Trust now hoped to inspire other countries to replicate the proven LiteClub model.

### 3.8. DIALOGUE – SESSION D

#### Global Connectors for Management of Natural Resources and Social Capital



Moderator

**Mr Tore Brevik (Norway)**  
**Member of the IOC Sport and Environment Commission**



**Professor Alexander Soloviyarov (Russian Federation)**  
**Director of the Institute of Natural Resources Economics and Environmental Policy at the NRU Higher School of Economics**

Professor Soloviyarov provided a historical overview of environmental legislation in the Russian Federation, before going on to talk in detail about the landmark law “On Inclusion of Changes in Federal Law On Environmental Protection and other Laws of the Russian Federation” which had been passed in November 2011. This groundbreaking legislation had paved the way in which environmental monitoring was conducted in Russia.

Among the key strands of the law was the creation of the Unified System of State Environmental Monitoring (USSEM), which established a centralised and standardised mechanism for monitoring 14 broad aspects of the environment including pollution levels, ambient air, radiation levels situation, soil, fauna, forests and water contamination.

He also provided an overview of the recently established State Database of Environmental Information (SDEI), a comprehensive informational resource which had been established to support environmental monitoring across the Russian Federation. He then went on to discuss the World Bank-supported project on environmental monitoring which had been launched in Russia in 2012 with the aim of creating a federal information system for the collection and analysis of environmental data (FISEM).



**Mr Xavier Guijarro Margalef (Spain)**  
**Value Exchange Director: Environmental Education, the Earth Charter and the Earth Dialogues, Green Cross International**

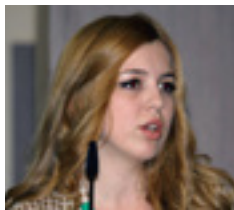
Mr Margalef provided an overview of the activities of Green Cross International, which had been founded in 1993 after the UN Rio Summit to be the “Red Cross” for the environment, with the aim of highlighting the connection between security, poverty eradication and the environment.

He went on to describe some of the projects that Green Cross had undertaken, including “Sustainable Sport Strategy”, which was being implemented in collaboration with the Spanish Olympic Committee and Spain’s Ministries of Sport and of the Environment. As a result of this initiative, more than 260

Spanish organisations, active in the sporting arena and beyond, had signed up to the Green Charter, committing them to abide by its principles and adhere to a rigorous set of green standards.

He explained that the pilot project in Spain had subsequently been incorporated by Green Cross International into its Values Exchange Programme to be rolled out for worldwide implementation.

Mr Margalef concluded by noting that Green Cross International was currently exploring possibilities for an international framework agreement with UNEP and the IOC to facilitate the implementation of other joint strategies in areas where the three organisations share a common interest.



**Ms Simona Zeroska (Macedonia)**  
**TUNZA-UNEP Youth Advisory Council for Europe,**  
**UNEP**

Ms Zeroska highlighted the work of the UNEP Tunza Network, which aims to foster a generation of environmentally conscious leaders who would better influence environmental decision-making processes and act responsibly to promote sustainable development. It currently reaches out to over 35,000 children and youth organisations, schools and networks in over 170 countries.

She pointed out the importance of working across the generations and involving young people who could learn from older mentors across a wide range of areas, including in the field of sustainability and environmental protection. It was also important that youth were positioned to take a leading role in shaping the views of the policy makers.

She emphasised that for young people to be effectively engaged, they needed to receive the right support from adults and that there needed to be suitable frameworks in place that enabled the different generations to work together. She also noted that sport could serve as an effective tool in this respect. She suggested that the popularity of sports could be used to promote environmental awareness among people of all ages, and that sports coaches could take a leading role in engaging young people at a local, national and international level.



**Mr Wondwosen Asnake (Ethiopia)**  
**Programme Officer, Civil Society United Nations**  
**Environment Programme (UNEP)**

Mr Asnake focused on the key role played by young people in major global initiatives, noting that young people made up over half of the world's population today, and represented one of the most educated generations of all time.

He pointed out that while young people contributed positively to every walk of life, helping, for example, to spearhead the fight against the impact of climate change and the struggle for social justice, they also made up 40 per cent of the world's total unemployed.

He called for a new development model that responded to the needs of young people, rather than one that created inequity, depleted natural resources and was founded on greed.



Young people, he argued, wanted an economic system that could deliver social benefits and sustainable outcomes, which was only possible with better use of natural resources, sound social, economic and environmental policies, and investment in capacity-building and education.

UNEP, he noted, saw real solutions in an inclusive green economic model, which would create fair and sustainable jobs, change how we manage our natural resources, and improve social equity.

He cited the greening of cities and enterprises, the development of renewable energy, the restoration of forest resources, and the adoption of organic agricultural practices as encouraging trends, noting that the transition towards a green economy could provide opportunities for hundreds of millions of new jobseekers.

He called on organisations, business and governments to make strategic investments in education, environmental protection, health and employment creation, quoting the warning of UN Secretary-General Ban Ki-moon that “failing to invest in youth is a false economy.”

He concluded by arguing that given the right opportunities, young people were the true agents of change, stressing that “we must do our best to change today for a better tomorrow.”

### 3.9. PLENARY 4

## Showcasing Innovation through the IOC Sport and Environment Award



Moderator

**Mr Tony Estanguet (France)**  
**IOC Member; Member of the IOC Athletes' Commission;**  
**Olympic champion**



**Mr Saifudin Patwa (Kenya)**  
**Secretary General of the Kenya Rowing and Canoe Association;**  
**Secretary General of the Confederation of African Canoeing**  
**on behalf of Kenya Rowing and Canoe Association**

Mr Patwa outlined how the Kenyan Rowing and Canoeing Federation had spearheaded efforts to clean up a socially deprived and environmentally degraded area, the Tudor Creek Public Park.

He explained that the federation had initially been seen as an enemy by the local community, but that through its well planned activities for removing waste, planting new vegetation and providing free sports facilities and equipment to the local population, it had managed to build trust and forge the alliances that were needed for the regeneration of the area.

He noted that, in the beginning, the federation had received no support from the local authorities or from central government, but both had come on board subsequently.

The federation continued to organise occasional clean-ups to mark various international days, with all visitors being asked to plant a tree, thus contributing to the ongoing and long-term improvement of the natural environment.

He further noted that all recyclable material collected was given free of charge to locals, providing the local community with valuable extra income. The ultimate goal, he said, was to turn the local community into the environmental custodians of their own area.

Mr Patwa concluded by noting that the federation had witnessed a rise in the number of canoe athletes hailing from these local communities, underlining the project as a true example of how to harness the synergies between the development of sport and environmental protection.



**Ms Deidre Laframboise (Canada)**  
**Executive Director, Clean Air Champions (CAC)**

Ms Laframboise explained how Clean Air Champions (CAC), a charity based in Canada, which had won the 2013 International Olympic Committee's Sport and Environment Award, was working to promote healthy life styles among Canadians at large.

As well as experts on sport and the environment, CAC benefitted from the active participation of national team athletes in its three main programmes (Clean Air Achievers, High School Climate Challenge and Air Aware), and Ms Laframboise emphasised how it was vitally important for young people to see athletes delivering personalised messages on key issues such as sustainability and well-being. She added that getting athletes to lead by example had proved to be a successful way of touching the hearts of ordinary Canadians.

She explained how Clean Air Champions had developed a series of online tools designed to raise awareness and promote the link between environmental protection, sustainability and health. Using these online resources, together with various seminars and educational programmes, CAC had managed to reach out to more than 225,000 young people across Canada and inspire them to embrace more active lifestyles, thus helping to reinforce the national movement to encourage sustainable living.



**Mr Abbas Ali Gaeini (Islamic Republic of Iran)**  
**Chairman of Sport and Environment Commission**  
**of the National Olympic Committee of the Islamic Republic of Iran**

Mr Gaeini provided an overview of the IOC-award winning Tochal Mountain Park initiative that was being undertaken by the Sport and Environment Commission of Iran's National Olympic Committee.

The Tochal Mountain Park programme aimed to establish sustainable development practices in a region that was a popular destination for the inhabitants of the capital city, Tehran, and one of the country's main centres for winter sports.

He explained that the main objective of the programme was to provide a safe and clean environment for leisure and sporting activities, whilst contributing to the improvement of the overall environmental conditions of Iran's capital city.

Mr Gaeini went on to look at the wider positive impacts of the National Olympic Committee's initiative. He noted that the Tochal Mountain Park project had acted as the catalyst for a series of new environmental initiatives to be launched in Iran, including the implementation of a better quality of environmental monitoring systems. At the same time, he noted that the Tochal Mountain Park project was helping to increase public awareness levels, both with regard to sport and to the environment.



**Mr Daimar Stajner (Serbia)**  
**Executive Director of the National Olympic Committee of Serbia; Representative of the NOC's Sport and Environment Commission**

Mr Stajner explained how the sporting community and the authorities in Serbia had exploited the synergies between them in order to launch a project designed to protect the environment, focusing on Ada Ciganlija, a lake located in the centre of Belgrade.

Thanks to the coordinated action of the Serbian Olympic Committee, the Divers Association of Serbia and the City of Belgrade, a series of clean-up operations of the lake, a natural beauty spot, had been undertaken and these efforts had been recognised by the presentation of the prestigious Blue Flag award to Ada Ciganlija.

Mr Stajner noted that the initiative had resulted in tangible improvements to the water quality in the lake, and stressed that the organisers had embraced a holistic approach, ensuring that all of the waste materials collected during the clean-up had been sent to recycling plants.

In addition to achieving the positive environmental impact of the clean-up itself, he explained that organisers had wanted to foster awareness within the local community and to demonstrate that they themselves had the capacity to make the changes needed to protect the environment. The campaign was also aimed at attracting and engaging the young generation to play their part in the protection of a natural resource that is vital to the healthy living of the city of Belgrade.



**Mr Alex Davani (Papua New Guinea)**  
**Chair of the Athletes' Commission, Papua New Guinea Sports Federation; Representative of Sustainable Coastlines and the Papua New Guinea Olympic Committee (PNGOC)**

Mr Davani provided an overview of the "Go Green – Love Your Coast" project which had been launched by the Papua New Guinea Olympic Committee working in partnership with the NGO Sustainable Coastlines. He explained how the project offered a valuable example of the contribution that athletes could make as role models in the push to encourage communities to change their attitudes and behaviour towards nature and their environment.

He went on to explain how the project had been launched along the city coastlines in Papua New Guinea, areas that were actively used for sporting and leisure activities. Supported by young people and the local communities in these coastal areas, athletes from Papua New Guinea had engaged in a series of actions complemented by educational programmes in order to show how hands-on interventions of this type could help to protect the vulnerable aquatic environment from the non-degradable waste that so often polluted the sea.

He concluded by noting that, in addition to having a significant positive environmental impact, this project had given athletes the opportunity to gain experience of public speaking and the chance to acquire and develop event management skills, all of which could benefit them in their future professional careers.



### 3.10. SPECIAL PLENARY

#### Motivational Speaker



**Mr Lewis Pugh (Great Britain)**  
**UNEP Patron of the Oceans**

Mr Pugh delivered an inspirational talk about his successful attempt to become the first person to swim across the Arctic Ocean at the North Pole, braving sub-zero waters and polar bears, and then the glacial waters at the top of the Himalayas, in order to bring attention to the devastating effects of climate change.

Accompanied by a video documenting his exploits, he explained how he had been inspired by the story of the first atomic bomb tests, on which his father had worked as a doctor, and witnessed their destructive impact on flora and fauna first-hand. He went on to explain how he had also been inspired by the memory of seeing elephants in the wild for the first time in South Africa, and by the tales of explorers.

Following in the footsteps of the explorers he had grown up admiring, he explained how he had given up his work as a lawyer to follow his life's dream and head for the North Pole, where on his annual expeditions he witnessed first-hand the disturbing reduction in the sea ice levels due to climate change.

He explained how he now used his acts of odds-defying courage as a means to encourage others – from schoolchildren to world leaders – to take courageous actions in helping to save and protect the environment.

In conclusion he reminded the audience that, “We stand at one of the most monumental moments in the history of the world, and also at one of the most crucial moments in the history of the Olympic Movement.”

### 3.11. OPEN DIALOGUE FORUM

#### The Environmental Sustainability Matrix in Sport: Securing Progress



Moderator

**Mr Gideon Sam (South Africa)**  
**President of the South African Sports Confederation  
and Olympic Committee (SASCOC); Member of the IOC Sport  
and Environment Commission**



**Ms Svetlana Zhurova (Russian Federation)**  
**Chairwoman of the Foreign Affairs Committee of the State Duma  
of the Federal Assembly of the Russian Federation**

Ms Zhurova looked at how environmental concerns regarding the staging of the Winter Games in Sochi had been addressed and explained how the Games had created a positive “green” legacy at local and national level.

She pointed out that construction of the Olympic sites had adopted the new planning regulations, with every site complying with additional voluntary environmental standards, alternative sources of energy widely used, new waste water treatment systems installed, and modern methods of waste recycling adopted.

She pointed out that, unlike any previous Games, where up to 70 per cent of infrastructure was already in place, Sochi 2014 had created the foundations from scratch – which had been a huge achievement. She acknowledged that in some cases more could have been done to satisfy “green standards”, particularly in heavy construction projects, citing the difficulties faced in restoring the Mzymta Valley ecosystem, which had been disrupted by the construction of a road/rail overpass ahead of the Games.

She noted that Sochi 2014 had afforded Russia a unique opportunity to test the best technologies and practices, and looking forward called on the IOC and UNEP to consider a permanent Olympic exhibition of new architectural and building ideas which would benefit future Games organisers.

In conclusion, she asserted that the 2014 Games had ushered in a change in mindset with regard to the environment, both at government level and among the public, citing the introduction of “Fundamentals of Ecology” on the school curriculum as a clear example of a nationwide environmental legacy.



**Ms Sascha Gabizon (Netherlands)**  
**Executive Director, Women in Europe**  
**for a Common Future (WECF)**

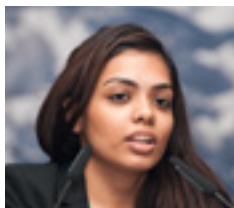
Ms Gabizon argued that sport could make a major contribution to advancing the environment sustainability agenda, and that the same principles of universality used to describe sport should be applied to the protection and preservation of the planet.

She highlighted various misconceptions and misunderstandings regarding the relationship between how we used and managed the environment and its impact on human health and well-being. She cited the example of forests, which tended to be regarded just as a source of raw materials, rather than as a resource offering an array of benefits ranging from ecological and economic to social and cultural.

She argued that, given that nature regulates essential processes such as the purification of air and water, the pollination of crops, the prevention of soil erosion and supporting livelihoods, the pollution and destruction of the environment should be deemed unthinkable; the cost of inaction to both our economy and our public health was far greater than any perceived benefits, she said.

She went on to provide an overview of the key principles of environmental governance and called for the implementation of policy instruments such as ecological tax reform, and the mandatory phasing out of substances that harm the environment such as mercury, lead, cadmium and endocrine disrupting chemicals.

In conclusion, she highlighted various measures that the Olympic Movement could adopt to promote good environmental governance, including more rigorous procurement procedures, environmental monitoring and impact assessments, avoidance of plastic packaging and pesticides, and the use of brown sites rather than green sites for events. Finally, she emphasised the need for athletes to play an active part in environmental projects and a leading role in the adoption of best practices.



**Ms Sonali Prasad (India)**  
**Member of the IOC Press Commission;**  
**YOG Young Reporter**

A former student at Nanyang Technological University in Singapore and now a journalist, Ms Prasad began by introducing a short video she helped produce about the steps athletes had taken to help the environment at the 2010 Youth Olympic Games.

Explaining the background to the video, she said her brief had been to highlight environmental issues and how they impacted on athletes, volunteers and everyone else involved.

Admitting that the topic had been of little interest to her prior to the 2010 YOG, she explained that in making the video she had discovered just how passionate young people were about the environment and how the athletes she spoke to had challenged her to do more to get the message across.

Adding that she had since written extensively about culture, sustainability and environment, and not just about her chosen field of sport, she spoke about an environmental piece she had written for UNEP's Tunza Magazine for Youth at the Innsbruck 2012 Winter Youth Olympic Games. The response it had generated had inspired her to try to make a difference.

In arguing that young people were essential in raising awareness of the need to protect the environment, Ms Prasad directly addressed her audience, saying: “You need to bridge the gap between the old and the young, the wise and the passionate ... We young people are daydreamers, but what we have is the passion to succeed and to make something out of nothing.”

Rounding off her contribution, she offered the following words of advice: “Before making any new resolutions, make sure the old ones are fulfilled. And for that you need to get young ones involved. If that happens, we will make a difference.”

### 3.12. CLOSING CEREMONY



**Sir Craig Reddie (Great Britain)**  
**IOC Vice-President**

In his concluding remarks, Sir Craig paid tribute to the IOC’s long-standing cooperation and partnership with the United Nations Environment Programme, which had seen the two organisations work together in order to help advance the broader sustainable development agenda through sport.

He went on to welcome the decision of the UN General Assembly to “strengthen and upgrade” UNEP, which had helped to ensure that the latter was now regarded as the world’s leading environmental authority and the setter of the global environmental agenda. He also applauded the establishment of universal membership of UNEP’s governing body, which had enabled the full participation of all 193 UN Member States.

Sir Craig went on to extend a special thanks to His Excellency Pál Schmitt, former Chair of the IOC Sport and Environment Commission and Mr Tomas Sithole, then Director of the Department of International Cooperation and Development, who had done much to support and advance the environmental sustainability agenda.

## 4. RECOMMENDATIONS



### 10th WORLD CONFERENCE ON SPORT AND THE ENVIRONMENT 30th October – 1st November 2013



#### Statement

The 10th World Conference on Sport and the Environment was organised in Sochi, Russian Federation, by the International Olympic Committee (IOC), in partnership with the Ministry of Natural Resources and Environment of the Russian Federation and the United Nations Environment Programme (UNEP), with the support of the Russian Olympic Committee and the Organising Committee of the Olympic Winter Games in Sochi, from 30th October to 1st November 2013.

More than 500 delegates from National Olympic Committees, International Federations, Organising Committees for the Olympic Games, and representatives from the International Labour Organization, World Health Organization, United Nations High Commission for Refugees, governmental and non-governmental organizations and educational institutions participated.

Under the theme **Changing Today for a Better Tomorrow**, presentations were 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 Sochi Declaration and the following statement, whereby the participants:

1. Express their gratitude to the Government of the Russian Federation for joining as an organising partner of the 10th World Conference on Sport and the Environment – making it the first government to do so;
2. Welcome the clear statement of the Russian Government through President Putin that all people will be welcome to the Games in Sochi without hindrance and in compliance with the Olympic Charter;
3. Extend their thanks to the Government of the Russian Federation, the Russian Olympic Committee and the Organising Committee of the Olympic Winter Games in Sochi for providing the facilities that made it possible for the Conference to be held successfully;
4. Congratulate Dr. Thomas Bach for his election as the ninth President of the International Olympic Committee and pledge support for his “unity in diversity” agenda as defined in his manifesto;
5. Express their gratitude to immediate past President of the IOC Dr. Jacques Rogge for his support of the IOC environment and sustainability agenda during his 12-year mandate.

**Sochi, Russian Federation  
1st November 2013**



**10th WORLD CONFERENCE  
ON SPORT AND THE ENVIRONMENT**  
30th October – 1st November 2013

**Changing Today for a Better Tomorrow**

**The participants to the 10th IOC World Conference on Sport and Environment**

1. Call on the International Olympic Committee (IOC) and United Nations Environment Programme (UNEP) to build on the relationship that has been established by the involvement of the Russian Government in organising the conference in Sochi and expand the network on environment and sustainability by engaging and working with relevant civil society organisations.
2. Call on the IOC to further strengthen environmental and wider sustainability requirements in the Olympic Games bidding process, and to ensure these are fully integrated into the systems and structures for organising and hosting of the Games and establishing long-term sustainable legacies. Young people in particular should be engaged throughout these stages. By extension, urge the Olympic Movement to adopt a similar approach for all major sport events.
3. Acknowledge the negative impact of food wastage, and call upon the IOC and organisers of Olympic and all other international and local sports competitions to take immediate measures that will mitigate against food wastage. Athletes in particular should be encouraged by the IOC and relevant sports organisations to cooperate with UNEP and the UN's Food and Agricultural Organisation to promote the "Think Eat Save: Reduce Your Foodprint" initiative in support of the UN Secretary-General's Zero Hunger Challenge.
4. Appeal to the IOC and its partner organisations to engage and encourage National Olympic Committees, Continental Associations and national sports federations to be involved in, and support national and regional initiatives that use sport as a tool to promote values-based education and healthy lifestyles, and in the development and promotion of the post-2015 development agenda.
5. Welcome the decision of the United Nations General Assembly to proclaim 6 April as the International Day of Sport for Development and Peace. Call upon the IOC and its partner organisations to involve themselves in the development of the content for the celebration of the day and ensure that youth, sport and sustainability play a large part in the commemorations whose main aim should be to celebrate and publicise the largely ignored value of sport to the development of humankind.
6. Propose to the IOC to review and strengthen the role of its Sport and Environment Commission with a view to expanding its scope to include sustainability and legacy in their wider context, integrating environmental, social and economic dimensions.
7. Request the President of the IOC to consult partner organisations such as UNEP, relevant civil society and national sports organisations and ensure that a plan of action is developed and put in place and resources allocated in order for these recommendations to be acted upon. A full review of their implementation should be the major engagement of the world conference four years hence.

**Sochi, Russian Federation**  
**1st November 2013**



## 5. LIST OF PARTICIPANTS

TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
Mr	ABDI	Mohamed Muse	Somali Olympic Committee	Head of Sport and Environment Working Group	Somalia
Mr	ABDUL	Sani Zuraimi	Brunei Darussalam National Olympic Council	Secretary General	Brunei Darussalam
Mrs	ACESKA	Aleksandra	Jacobs University	Youth Representative	Germany
Mr	ADAMS	Mark	International Olympic Committee	Communications Director	Switzerland
Mr	AESCHLIMANN	Steve	Federation Internationale de Motocyclisme	Executive Director	Switzerland
Dr	ALALAWI	Khaled	Bahrain Olympic Committee	Member	Bahrain
Mr	AL-BOININ	Ebrahim	Qatar National Olympic Committee	Head of External Follow-up Unit	Qatar
Mr	AL-SAYRAFI	Mohammed Moustafa	Anti-doping Laboratory Qatar	General Manager	Qatar
Ms	ALSHARIF	Wejdan Ahmad	Palestine Olympic Committee	Cofounder & Member of the Sports & Environment Committee	Palestine
HE	AL-THANI	Saoud Bin Abdulrahman	International Olympic Committee	Member of the Sports and Environment Commission	Qatar
Ms	AMANGALIEVA	Karina	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
Mrs	ANDERSEN	Dorthe Odderup	National Olympic Committee of Denmark	Representative	Denmark
Mr	ANDEYA	Mark	Adviser on Energy Efficiency and Climate Change	Consultant	Russian Federation
Ms	ANIKINA	Elena	Russian Olympic Committee	Director for International Cooperation	Russian Federation
Ms	ANISCHENKO	Maria	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
Mr	ANOSOV	Vladimir	Rossiyskaya Newspaper	Representative	Russian Federation
Ms	ANTONIO BETAMIO DE ALMEIDA	Alexandra Patricia	National Olympic Committee of Portugal	Chair of the Sport and Environment Commission	Portugal
Mr	APUKHTIN	Andrey	Sochi State University	Representative	Russian Federation
Mrs	ARIMANY	Amapola	Hoodlinks Project	Project Coordinator	Guatemala
Dr	ARMSTRONG	Timothy Peter	World Health Organization	Coordinator, Surveillance and Population-based Prevention Unit	Switzerland
Mr	ASIIMWE	Richard McBond	Uganda Olympic Committee	Chairperson Sport and Environment Commission	Uganda
Mr	ASNAKE	Kibret Wondwosen	United Nations Environment Programme	Programme Officer	Switzerland
Mr	AVERBUH	Lev	SC Olympstroy	Head of Environmental Expertise and Certification	Russian Federation
Mr	AVERCHENKOV	Alexander	UNDP	Adviser on Energy Efficiency and Climate Change	Russian Federation
Mr	AVETISYAN	Areg Ara	Russian International Olympic University	Student	Armenia
Mr	AWUKU	Frank Edmund	Ghana Olympic Committee	Executive Board Member	Ghana
Ms	AZNAVURYAN	Karina	Moscomsport	Director	Russian Federation
Mr	BA EL HADJ	Amadou Dia	Association of National Olympic Committees of Africa	President of Athletes' Commission	Senegal
Mr	BACH	Thomas	International Olympic Committee	President	Switzerland
Ms	BADAYAN	Irina	Russian International Olympic University	Pro-rector	Russian Federation
Mr	BAKHTOV	Alexey	Ministry of Nature Resources and Ecology	Senior Expert, Department of international cooperation	Russian Federation
Mr	BAKKEN	Simen	City Of Oslo - Oslo2022	Director Concept Development	Norway
Mr	BALAYEV	Evgeniy	Ministry of Natural Resources and Environmental Protection of the Republic of Kalmykia	Leading Specialist of the Subsoil	Russian Federation



TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
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Ms	BATIASHVILI	Nina	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Chief Expert	Russian Federation
Ms	BATYROVA	Evgeniya	Ministry of Natural Resources and Environmental Protection of the Republic of Kalmykia	Leading Specialist of Water	Russian Federation
Mr	BELANOVICH	Dmitriy	Ministry of Nature Resources and Ecology	Adviser	Russian Federation
Ms	BELHAROEVA	Tamila	Russian International Olympic University	Student	Russian Federation
Mr	BELOUSOV	Lev	Russian International Olympic University	Rector	Russian Federation
Dr	BERDIN	Vladimir	International Center on Energy and Sustainability (under the auspices of UNESCO)	Director of the Strategic Planning and Partnership Department	Russian Federation
Ms	BEREZINA	Anastasia	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Manager of the Coastal Cluster Service Activities	Russian Federation
Mr	BHANDARI	Pashupati Prasad	International Korfball Federation	Asia Vice-President	Chinese Taipei
Mr	BIRUYK	Alexander	Ministry of Nature Resources and Ecology	Representative	Russian Federation
Mr	BOBULA	Juraj	Slovak Olympic Committee	Former Chairman, Sport and Environment Commission	Slovakia
Mr	BOGOSLOVSKIY	Vasilii	International Center - Clean Seas	Representative	Russian Federation
Ms	BOKEL	Claudia	International Olympic Committee	Executive Board Member	Germany
Ms	BOLLAG	Tanja E.	International Olympic Committee	Head of Events Coordination	Switzerland
Mr	BOLSHAKOV	Konstantin	Russia Today TV	Representative	Russian Federation
Ms	BONDARENKO	Olga	Rossiyskaya Newspaper	Reporter	Russian Federation
Mr	BOOTH	John	International Sustainability Council	Program Consultant	Canada
Ms	BORISOVA	Alexandra	Gazeta RU Newspaper	Reporter	Russian Federation
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Dr	BRAGA	Tania	International Olympic Committee	Member of the Sport and Environment Commission	Brazil
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Mr	BREVIK	Tore Johan	International Olympic Committee	Member of the Sport and Environment Commission	Norway
Mr	BRUN	Jean-Michel	Comité National Olympique et Sportif Français	Secrétaire Général	France
Prof.	BRYUKHANOVA	Galina	Sochi State University	Representative	Russian Federation
Mr	BUDZHERIN	Sergey	Kamerton Ltd	General Director	Russian Federation
Mr	BUHAROV	Andrey	Promservice	Representative	Russian Federation
Ms	BUKHARSKAYA	Tatiana	Fine Hotels & Resorts (Gorky Gorod)	Marketing Specialist	Russian Federation
Ms	BURMAKINA	Ekaterina	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Database Operator	Russian Federation
Mrs	BUSA	Aija	Latvian Olympic Committee	Accountant	Latvia





TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
Ms	BUSYGINA	Maria	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
Ms	BUYANOVA	Yana	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
Mr	CARBONE	Enrico	International Olympic Committee	Member of the Sport and Environment Commission	Italy
Mr	CHEON	Sungchan	International Sport Cooperation Center of Korea	Representative	Republic of Korea
Prof.	CHEREMSHANOV	Sergey	Sochi State University	Director of the Volunteer Training Center FORWARD	Russian Federation
Mr	CHERNYSHENKO	Dmitriy	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	President / CEO	Russian Federation
Mr	CHERTOV	Artur	Ministry of Nature Resources and Ecology	Representative	Russian Federation
Mr	CHUPIS	Andrey	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Project Manager	Russian Federation
Mrs	COQUELIN	Melanie	International Olympic Committee	Assistant to the Director of International Cooperation and Development	Switzerland
Ms	COURTINE	Sylvia	International Olympic Committee	Events Manager	Switzerland
Mr	CRUZ	Luis	Olympic Committee of Costa Rica	Director	Costa Rica
Ms	CUANILLON	Line	International Olympic Committee	Intern	Switzerland
Mr	DAN	Charles	International Labour Organization	Special Representative on Youth and Social Inclusion	Switzerland
Mr	DANILOVSKIY	Demid	Efkate Ltd	Representative	Russian Federation
Mr	DAVANI	Alexander	Papua New Guinea Olympic Committee	Executive Board Member	Papua New Guinea
Mr	DAVIDOV	Igor	SC Olympstroy	Representative	Russian Federation
Mr	DELACROIX	Audrey	Organisation internationale de la Francophonie	Conseiller	France
Ms	DESYATOVA	Olga	OAo	Representative	Russian Federation
Mr	DIAGNE	Omar	Comité National Olympique et Sportif Sénégalais	Secrétaire Général	Senegal
Mr	DMITRIEV	Pavel	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
Ms	DOBROKHVALOVA	Tatiana	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	First Vice-President	Russian Federation
Ms	DOKUDOVSKAYA	Anna	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
Ms	DOLGACHEVA	Maria	State All Russia TV Company	Representative	Russian Federation
Mr	DONSKOY	Sergey	Ministry of Natural Resources and Ecology	Minister of Natural Resources and Ecology of the Russian Federation	Russian Federation
Mrs	DRAKOPOULOU HUGO	Marianna	International Olympic Committee	Event Coordinator	Switzerland
Ms	DUBINKINA	Kseniya	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Deputy Head of Protocol at the Facility	Russian Federation
Mr	DUCREY	Pierre	International Olympic Committee	Head of Olympic Games Coordination	Switzerland
Mr	DUYKO	Lybov	Vertical - lawyers company	Chairman of the Board of Partners	Russian Federation
Ms	DYACHKOVA	Elena	RIA News	Representative	Russian Federation



TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
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Mr	EAMES	Guy Alexander	Green Building Council Russia	CEO	Great Britain
Mr	EGORSHIN	Petr	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
Mr	EL ARABY	Tamer	FIE - International Fencing Federation	Member	Switzerland
Mr	EL KHOURI	Kamil Toni	Lebanese Olympic Committee	Director Lebanese Olympic Academy	Lebanon
Ms	ELIZAVETOVA	Ekaterina	Ministry of Nature Resources and Ecology	Head of Division	Russian Federation
Mr	ELSALLAWI	Abdelrahmann Mohamad	Sudan Olympic Committee	Vice-President	Sudan
Ms	ENENKO	Evgeniya	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
M.	ESTANGUET	Tony	International Olympic Committee	Member	France
Mr	FAWE	Adewale	Nigeria Youth Volunteer	Relationship Management	Nigeria
Ms	FEDOROVA	Ekaterina	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Senior Manager	Russian Federation
M.	FELLI	Gilbert	International Olympic Committee	Olympic Games Executive Director	Switzerland
Mr	FENDT	Josef	International Olympic Committee	Member of the Sport and Environment Commission	Germany
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Mr	GLADKIY	Andrey	Sochi Organising Committee for the 2014 Olympic and Paralympic Winter Games	Head of Design	Russian Federation
Ms	GLUBOKAYA	Natalia	Ministry of Sports	Head of Development Sports Schools	Russian Federation
Mr	GOBOODUN	Sanjaye	Mauritius Olympic Committee	Chair, Sport and Environment Commission	Mauritius
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TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
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Mr	ISMAILOV	Rashid	Non-Profit Partnership "Centre for Ecological Certification – Green Standards"	Director	Russian Federation
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TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
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Ms	KONSTANTINOVA	Evgeniya	AHO	Senior Manager	Russian Federation
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Ms	KOTKINA	Natalia	Nenets Autonomous Area	Deputy Governor	Russian Federation
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TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
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Mr	MOON	Philjoo	Korean Olympic Committee	Administrator	Republic of Korea
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TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
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TITLE	LAST NAME	FIRST NAME	ORGANISATION	FUNCTION	COUNTRY
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