

Certification, CSR & Sustainability

- Lessons from the Vancouver 2010 Olympic & Paralympic Winter Games

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BC Coastal Forest Sector Controversies (1980s & 90s)

Clayoquot Sound



Great Bear Rainforest

BC Forest Sector Leadership

Regional Land Use Planning

Forest Certification

Reconciliation

- Aboriginal Rights & Title

Conservation Investment

- Ecosystem-Based Management



'Early Mover' on CSR & Sustainability Core Principles

- Higher performance levels
 - Environmental impacts, conservation & efficiency
- Collaboration between diverse interests
 - Stakeholder engagement, social inclusion
- Governance, accountability & transparency
 - Measurement, third-party verification
- Business innovation & integration
 - Practices, marketing, value added



Vancouver Bid for 2010 Winter Games

- Influenced by BC forest sector experience
- Similar principles
- Different application



Vancouver 2010 Winter Olympic & Paralympic Games

Feb & March 2010

- Vancouver & Whistler BC

7 year project

- \$6B investment

3.5B global television viewers

- 99% of Canadians watched!



Context

Integrated Approach to Sustainability

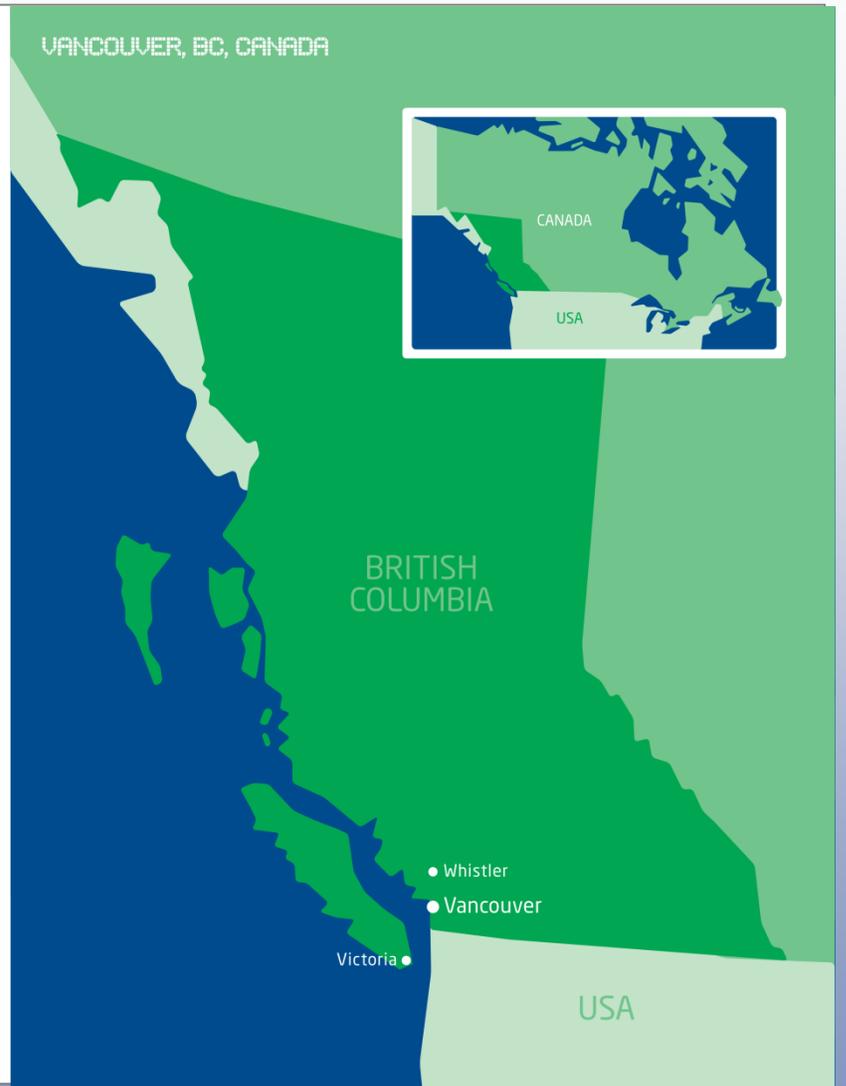
- Environment-plus Social & Economic

Unique time & place

- Strong local leadership & interest

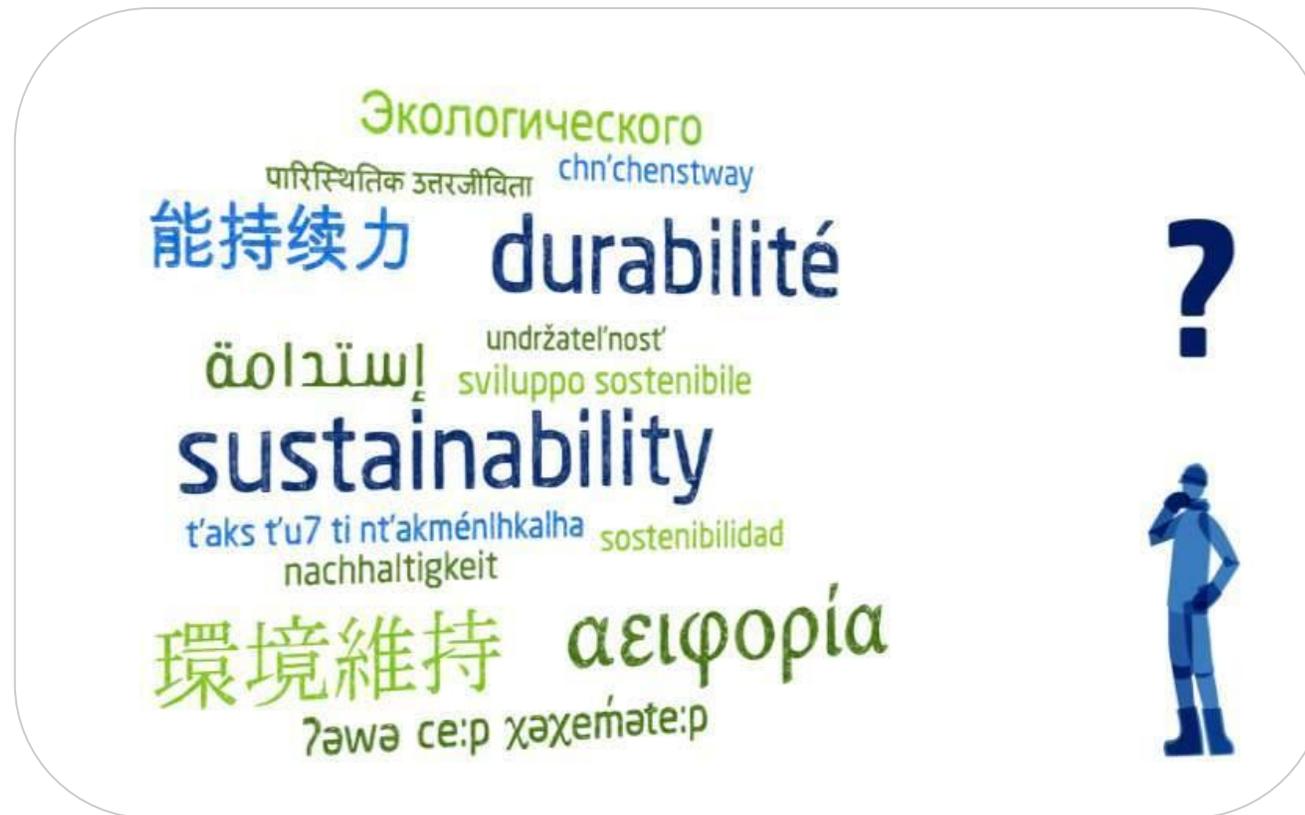
Not easy

- Partnerships – critical success factor



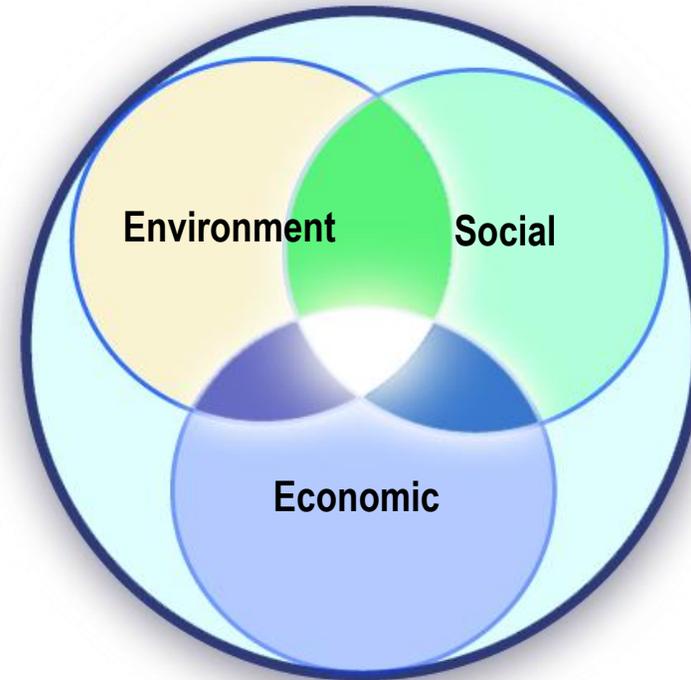
Sustainability Means Different Things to Different People

- Shared Values/ Conflicting Expectations



VANOC Definition of Sustainability

- Managing the environmental, social and economic impacts and opportunities of our Games to produce lasting benefit locally and globally



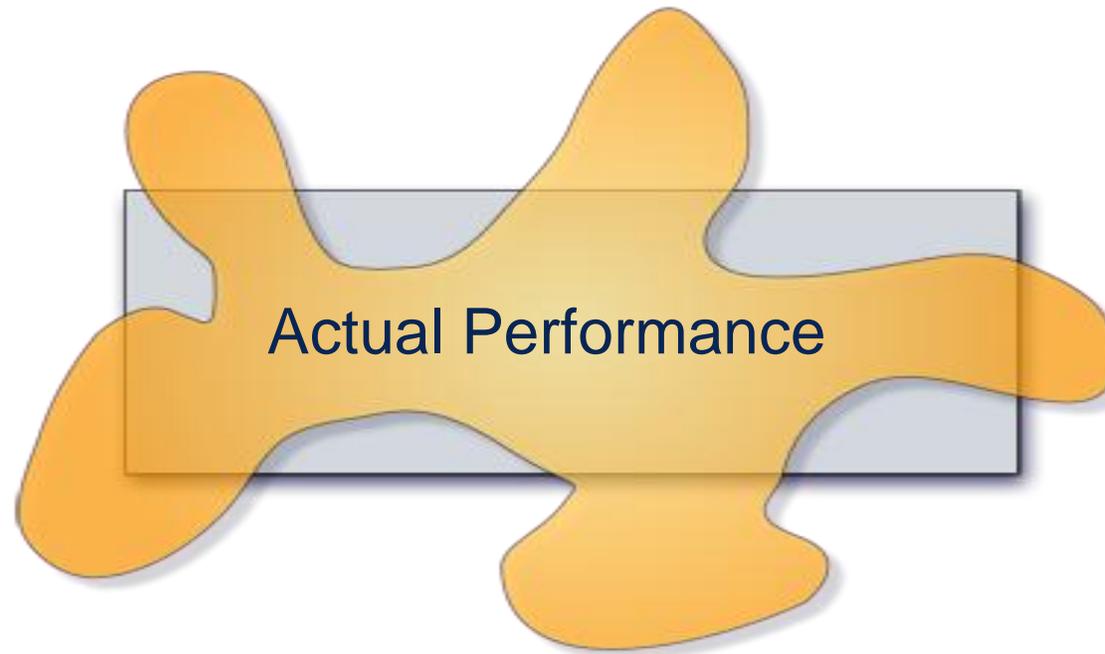
Building the 2010 Sustainability Performance Platform

Starting Point

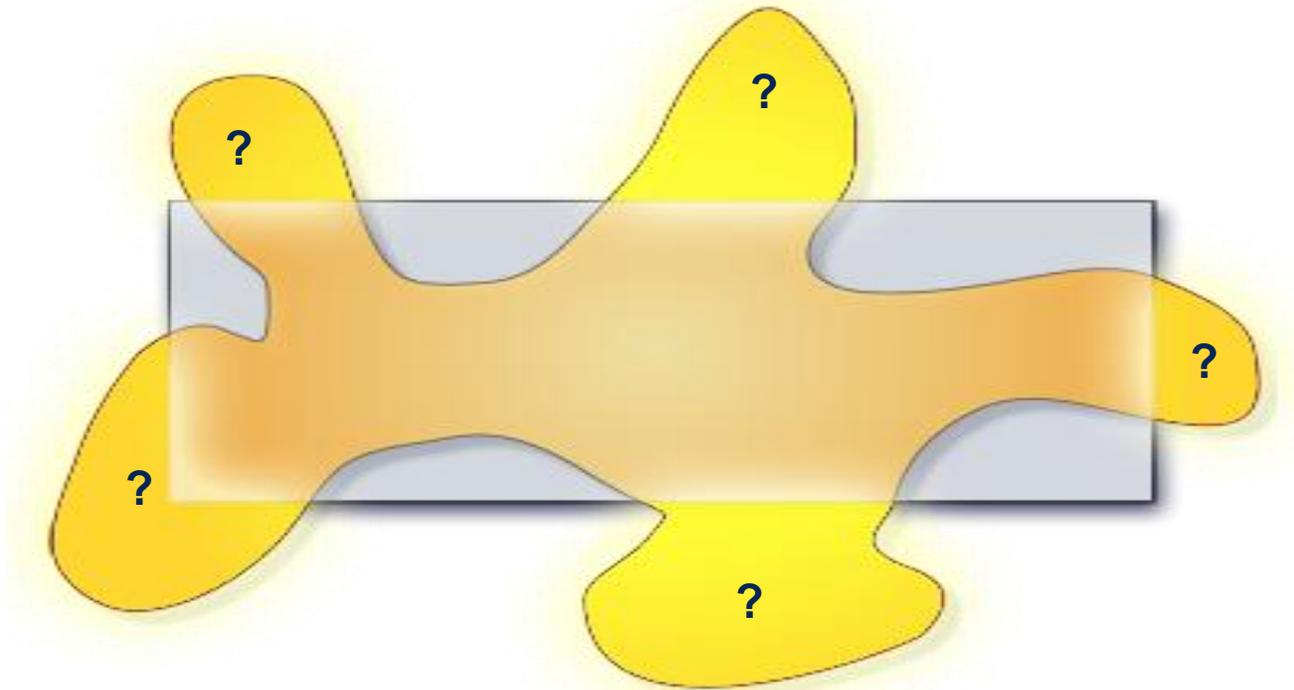
- Bid Commitments
- Operating Requirements
- Previous Games
- Risk & Expectation Management
- Partner & Stakeholder Engagement

Previous Games Experience

Performance will Vary

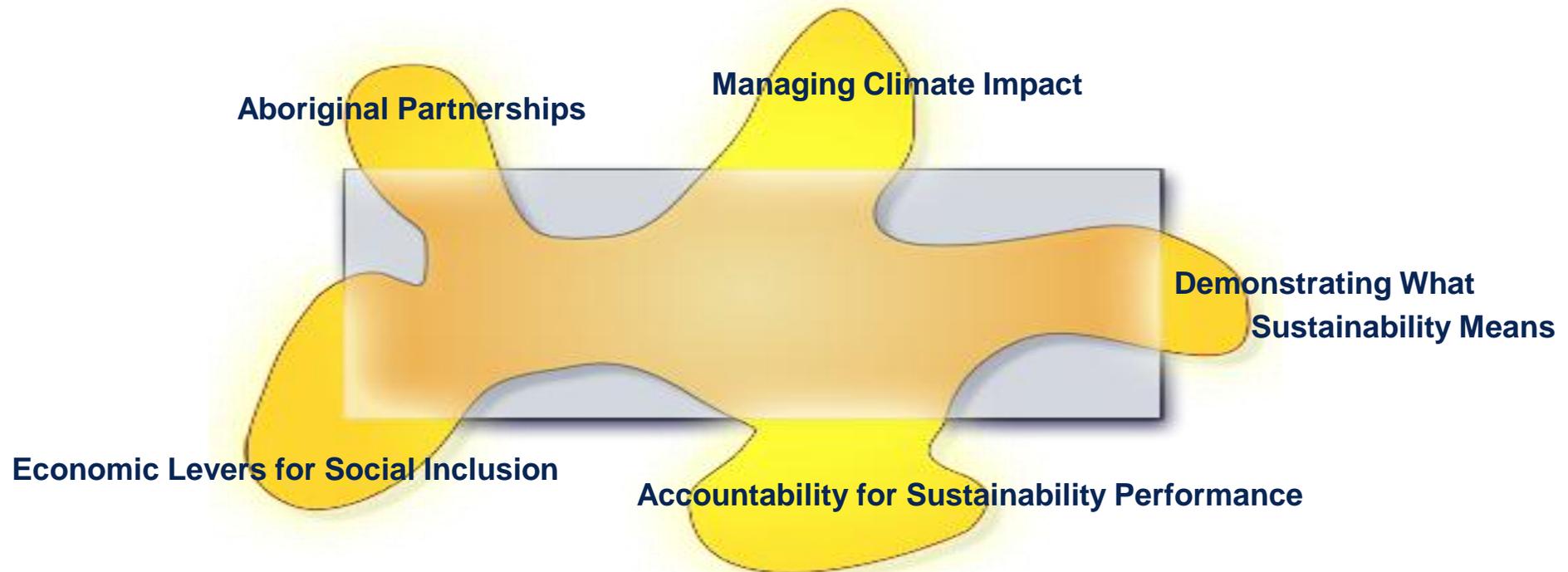


Opportunities for High Performance Outcomes?



2006 – The Journey Begins

Vancouver2010 Sustainability Hallmarks



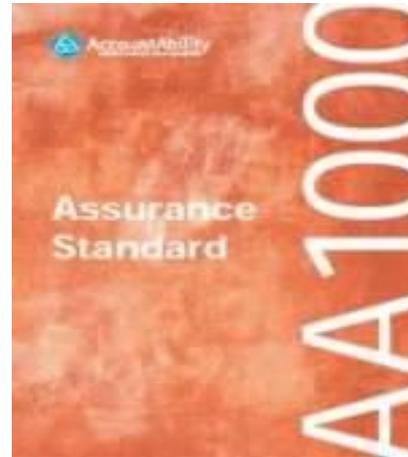
Accountability for Sustainability Performance

Sustainability Performance Management & Reporting System (SMRS)

- Corporate governance policy & objectives
- Horizontal integration & responsibility
 - 53 business units
 - Key sustainability measures
- Annual public reporting
 - 34 Key Performance Measures
- Partner & stakeholder engagement
- Third party assurance



Systems-based Performance Standards



OHSAS 18001
Occupational Health and Safety

Environmental & Social Compliance

Environmental Management

- Regulatory compliance
- Site level plans

Procurement

- Licensee & Supplier Codes of Conduct
- Human rights, environmental compliance
 - Screening, auditing, corrective action, reporting



Accountability Challenge – Engaging 3rd Parties

3rd Party Engagement

- Stakeholders
- Verification Tools
- Special Projects

Risks

- Can't control outcomes

Benefits

- Gain credibility

What we learned

- Have to do it



Aboriginal Partnerships

Protocol Agreements

- Four Host First Nations

Olympic First

- Indigenous Peoples as Partners
- Planning, Convening & Legacy

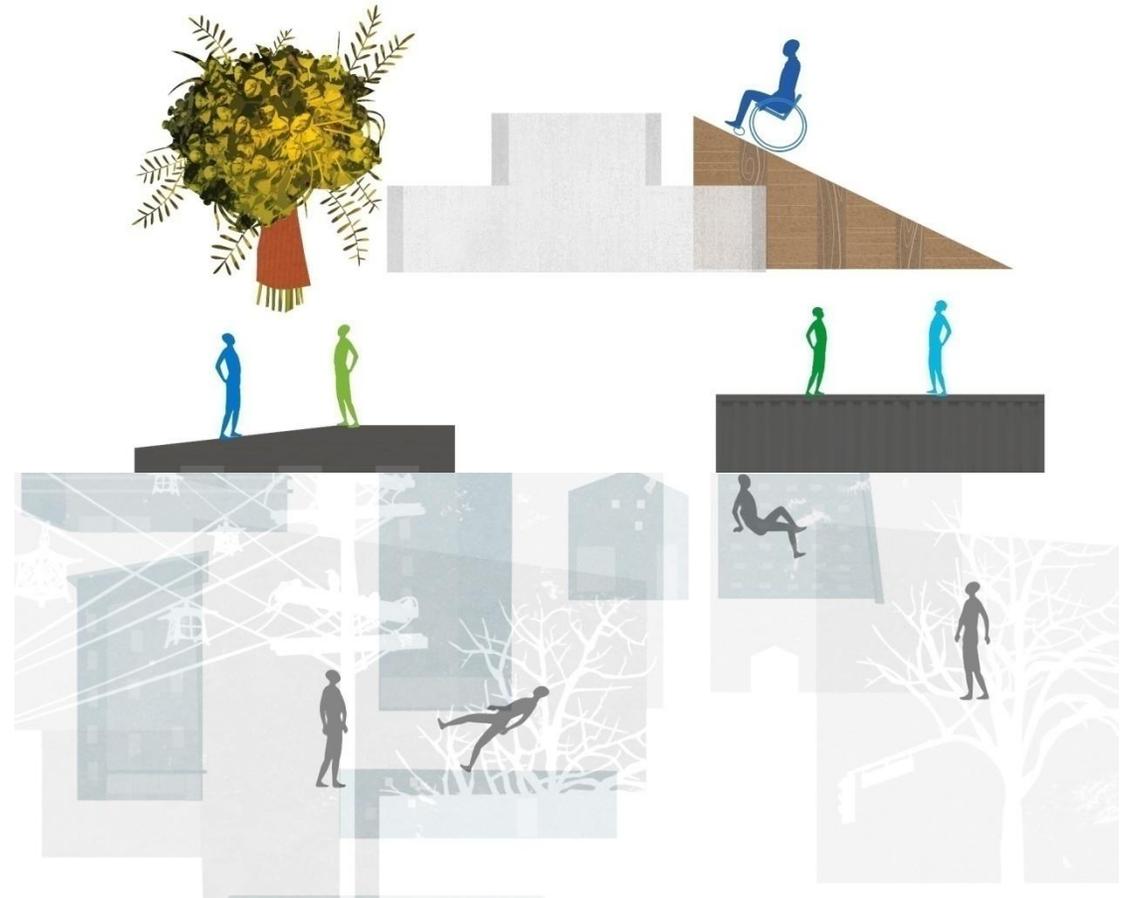


Social Inclusion thru Economic Opportunities

Use Games-related economic levers

- Sponsorship, procurement, employment
- Tickets/ asset donation

Include groups with barriers to socio-economic benefits created by the Games



Leveraging Games-Related Activities

Inner City

- \$2M for inner city economic revitalization
- Community Benefits Agreement
 - Construction of Athletes Village
- Purchasing & Supply Chains
 - RONA 2010 Fabrication Shop

Combined Outcomes

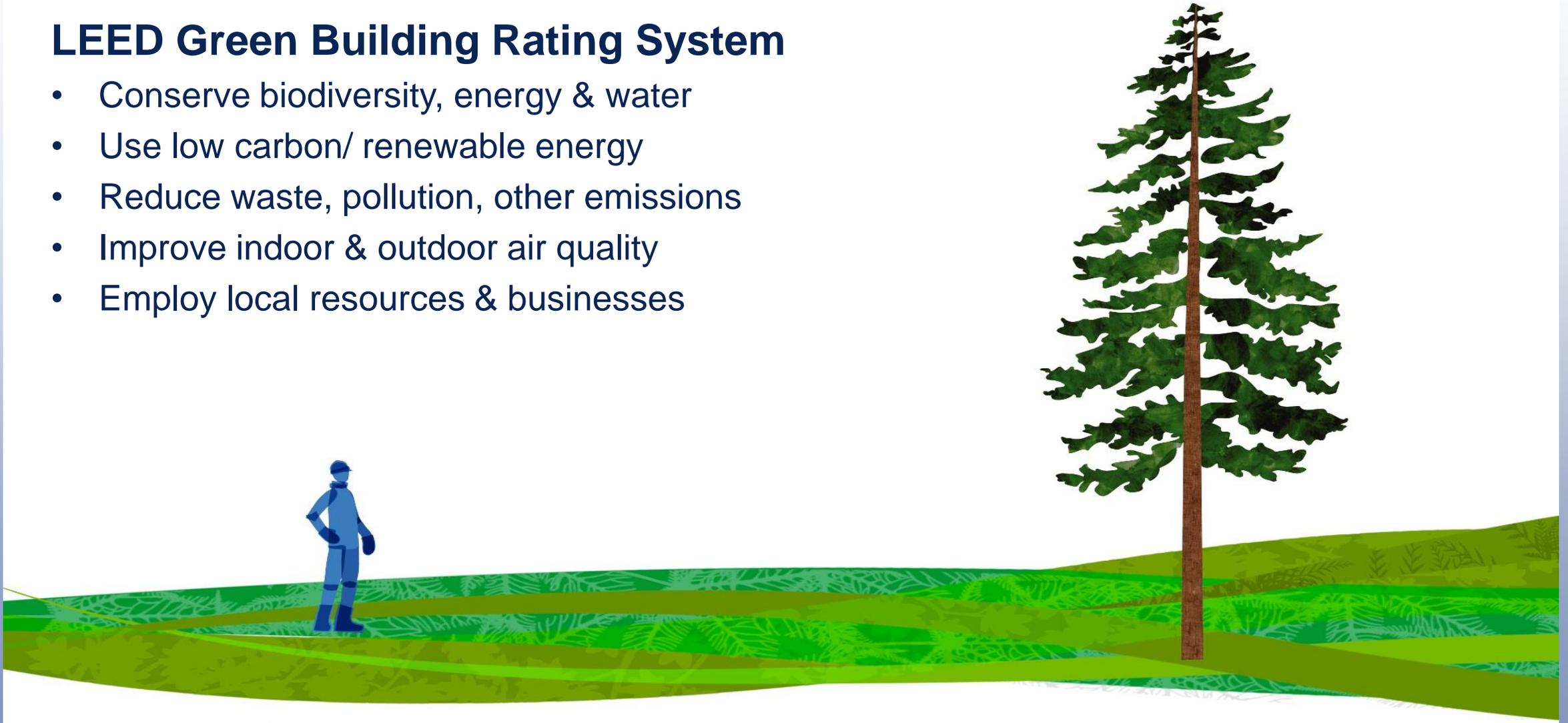
- 500 training/ employment opportunities
- \$42.5M procurement opportunities



Managing Climate Impact – Green Buildings

LEED Green Building Rating System

- Conserve biodiversity, energy & water
- Use low carbon/ renewable energy
- Reduce waste, pollution, other emissions
- Improve indoor & outdoor air quality
- Employ local resources & businesses



Managing Climate Impact – Green Operations

Embraced 'Zero Waste' Challenge

- Targeting 85% diversion target at Games-time

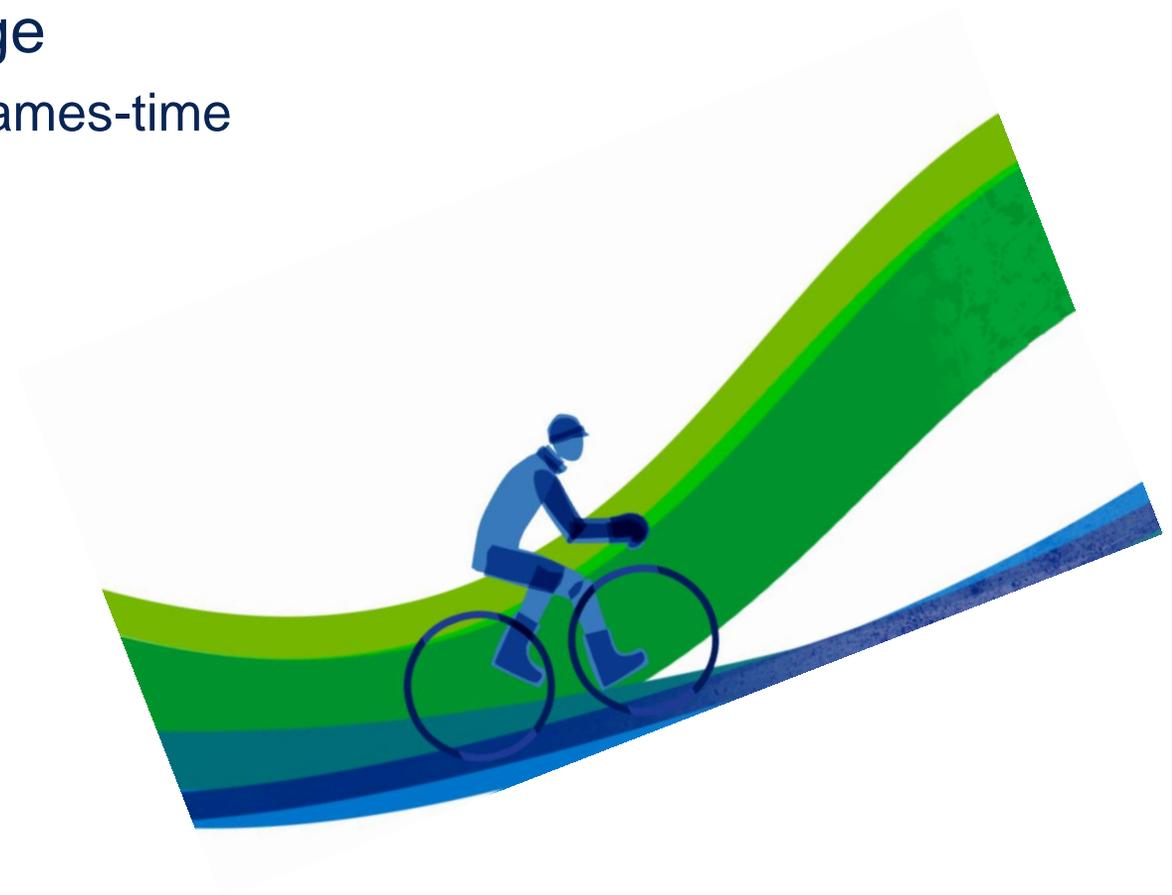
Green Procurement

Green Event Guidelines

Green Fleet Policies

'Travel Smart'

- Modal Shift to Public Transit



Richmond Olympic Oval

Sustainability Story

- LEED Silver
- Recovered wood roof
 - Pine beetle roof
- Rainwater reuse
 - Aboriginal art
- Waste heat recovery
- Legacy use
 - Multipurpose community sport & recreation facility

RICHMOND



Richmond Olympic Oval



Vancouver Olympic & Paralympic Centre

Sustainability Story

- LEED Gold
- Waste heat capture & reuse
- Accessibility
- Legacy Use
 - Community centre, library, ice rinks, swimming pool



Vancouver Olympic and Paralympic Centre



Vancouver Olympic & Paralympic Village

Sustainability Story

- LEED Gold & Platinum
 - LEED Neighbourhood Pilot
- Industrial Site Restoration
- Neighbourhood Energy Utility
 - Sewer heat recovery
- Net-Zero Energy Building Pilot
- 50% Green Roofs
- Housing Legacy
 - 250 non-market units



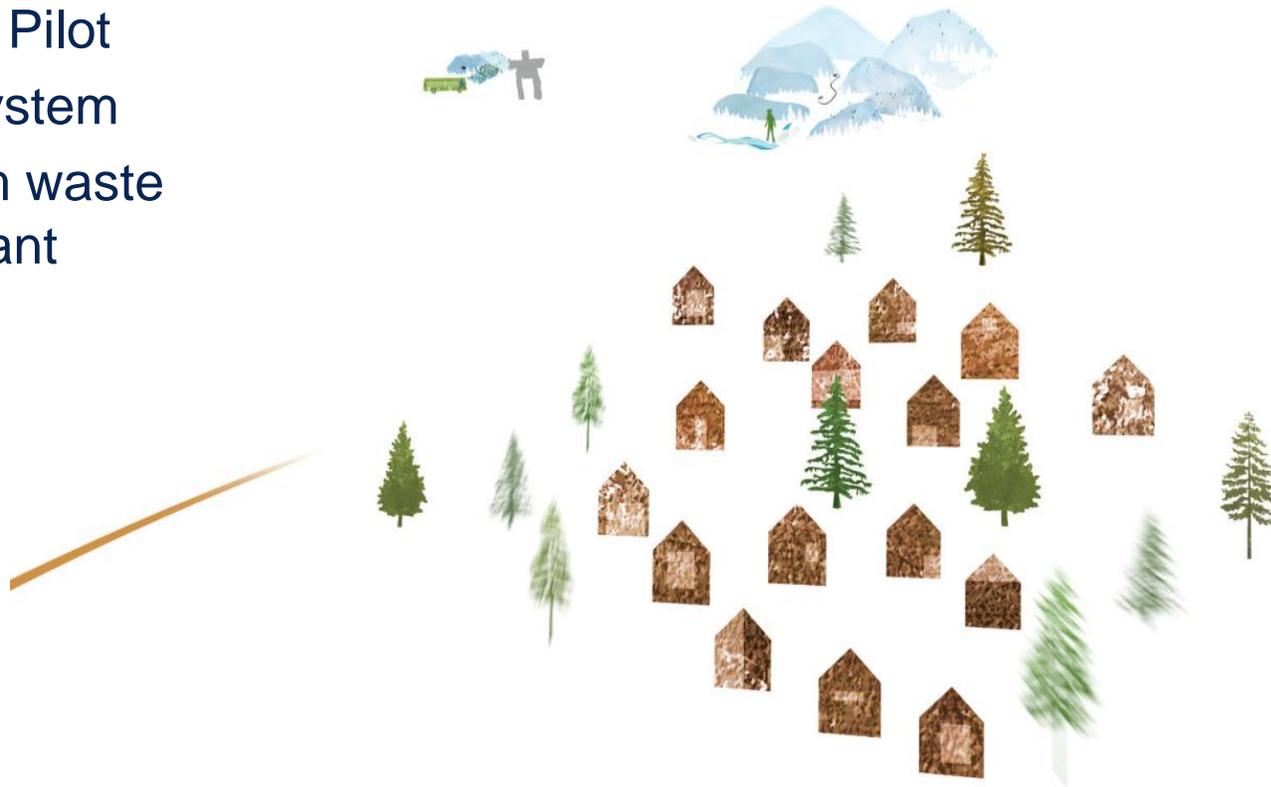
Vancouver Olympic and Paralympic Village



Whistler Olympic & Paralympic Village

Sustainability Story

- LEED Neighbourhood Pilot
- Community Energy System
 - Heat recovery from waste water treatment plant
- Legacy Use
 - Worker housing
 - High Performance Athlete Centre



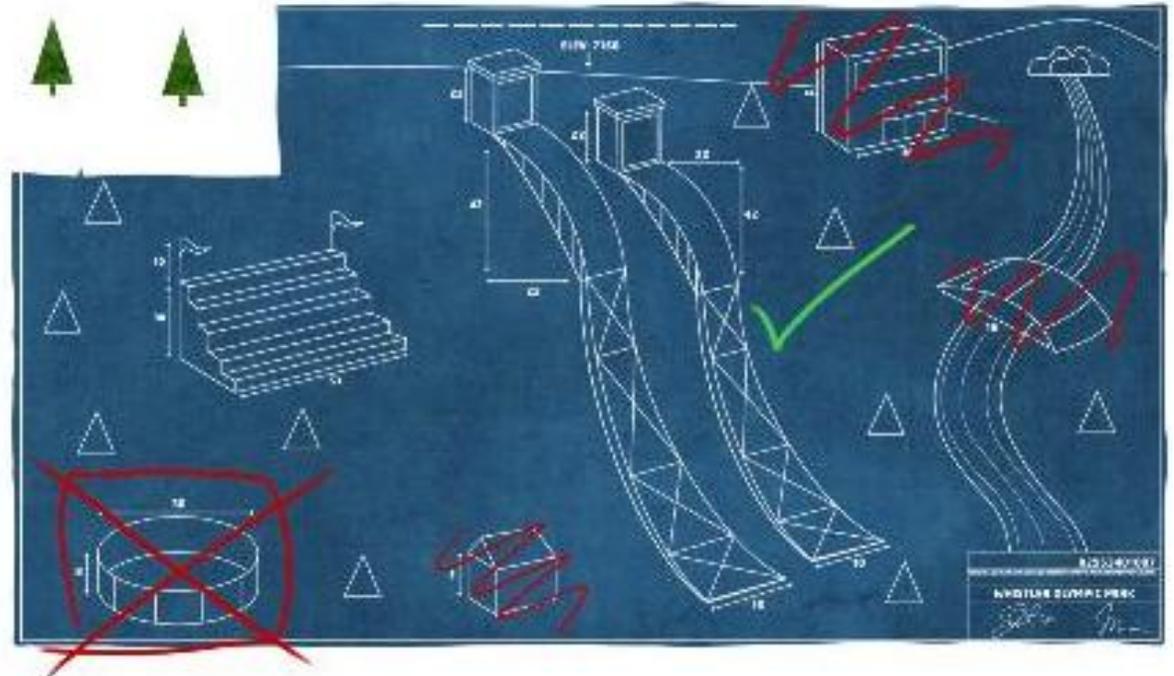
Whistler Olympic & Paralympic Village



Whistler Olympic & Paralympic Park – Nordic Venue

Sustainability Story

- LEED Gold Day Lodge
- 30% reduction in size
- Composted wood waste
- First Nations construction company
- On-site wastewater treatment
- Sport & recreation legacy



Whistler Olympic and Paralympic Park – Nordic Venue



Whistler Olympic and Paralympic Park – Nordic Venue



Managing Climate Impact – Carbon Strategy

1. Know

Publicly track & report, 7 years

2. Reduce

Minimum 15% reduction

3. Offset

Carbon reduction projects

BC clean technologies

Support transition to low carbon economy

4. Engage

Involve 2010 Partners & Participants

2010 Carbon Footprint 2009 Estimate



Communicating Sustainability



Showcasing New Solutions

Showcasing New Solutions to Local & Global Sustainability Challenges

50 Stories

- Newsletters, videos

62 Sustainability 'Stars'

- Innovation by Games Partners & Sponsors
- Measurable social, economic, environmental benefits



'Do Your Part' – Social Network Programs

Athletes

- Run, bike, walk, take public transit
- www.projectbluesky.ca

Youth

- Video contests
- Digital Cultural Olympiad

The screenshot shows the Project Blue Sky website interface. At the top, the logo reads "project bluesky" with the tagline "taking steps to fight climate change". A navigation menu includes "Home", "Invite Friends", "My Profile", "Athletes/Members", "Achievements", and "About".

What is Project Blue Sky
Project Blue Sky is a place where you can connect with your favourite athletes, challenge your friends, tell your story and track your carbon reductions by logging the kilometres you walk, cycle or ride on public transit.

The 2010 Olympic and Paralympic Winter Games have a climate goal. Project Blue Sky's goal is to 'race' the Vancouver Organizing Committee and its partners to that goal by collecting one billion kilometres worth of carbon-cutting contributions before March 2010.

So what are you waiting for? [Sign up](#) and use our widget to log your human-powered kilometres today!

We will, on behalf of the world, add them up.

Featured Athletes

A carousel of athlete photos is shown, with "David Calder" highlighted as a "2008 Olympic Rowing Silver Medalist".

Sponsored by:

Logos for "offsetters", "vancouver 2010 OFFICIAL SUPPLIER", "CENTRE FOR DIGITAL MEDIA", and "CANADIAN OLYMPIC COMMITTEE" are displayed.

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Widget Details:
The widget on the right shows a progress bar for "1,000,000,000" with "796 kms so far". It includes a "kms travelled" dial set to "00", a "mode of travel" selector with icons for walking, cycling, and public transit, and a form with questions: "Do you usually drive this route?" (yes/no) and "To track your progress:" (email address/group name), with a "submit" button.

SUSTAINABILITY LEGACIES

'Hardware'

'Software'

'Ripple Effect'



'Hardware' Legacies – Physical Infrastructure

Sustainable Buildings

13 venues & 2 villages

- \$591.6M
- Green, accessible, multipurpose

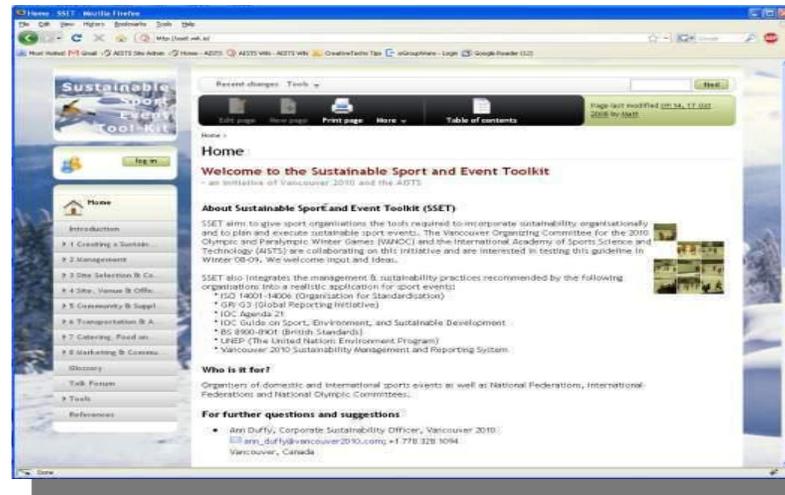


'Software' Legacies – New Ways of Working on Games/ Events

Sustainable Sport Event Toolkit (SSET)

- Learning from VANOC's Sustainability Management System
- 10 Point Checklist

'Z2010' Canadian Sustainable Event Standard



<http://www.sset-platform.org/>

'Software' – Partnerships on Human/ Social Legacies

2010 Legacies Now (BC)

- Beyond bricks & mortar
- Building human & community capacity through sport
 - Healthy living
 - Literacy
 - The Arts
 - Volunteerism
 - Accessibility



'Ripple Effect'

New products, services, collaborations

- Governments
- Corporate Sponsors
- Host Communities
- Olympic Movement



Challenges – Sustainable Sport & Sustainable Forestry

- Communicating with the end user of your product
- Social & environmental performance of supply chains



Public Understanding of Sustainability - James Hoggan & Associates (2006)

“Congregation” (Receptive)

67%

Not Familiar

IMPORTANT

“Choir” (Sold)

15%

Familiar

IMPORTANT

“Agnostic” (Oblivious)

16%

Not Familiar

Not Important

“Atheists” (Reject)

2%

Familiar

Not Important

Supply Chains

Increased

- Fragmentation
- Complexity
- Risk



LESSONS – Vancouver 2010 Sustainability Journey

- Have a compelling vision
 - Be clear on your scope
- Have diverse partners
 - Provide unique opportunities to collaborate
 - Face-to-face & on-line
- Communicate often & strategically
- Track progress & adapt
- Recognize support & innovation



The Vancouver 2010 Sustainability Journey – Video

Экологического
पारिस्थितिक उत्तरजीविता *chn'chenstway*
能持续力 **durabilité**
استدامة *undržatel'nost'*
sustainability *sviluppo sostenibile*
t'aks t'u7 ti nt'akménlhkalha *sostenibilidad*
nachhaltigkeit
環境維持 **αειφορία**
ἄωα σε:ρ χἄχεμάτε:ρ

