

**Written submissions received for the London Assembly's
Investigation into the Environmental Sustainability of the London
2012 Olympic Games**

July 2010

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Staging a Sustainable London 2012

**The Coca-Cola Company's
submission to the London Assembly
Environment Committee**

23 June 2010



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1. Introduction

The Coca-Cola Company is a Worldwide Partner of the London 2012 Olympic Games, as well as a Presenting Partner of the London 2012 Olympic Torch Relay, and a Partner of the London 2012 Paralympic Games.

With the opening ceremony of London 2012 now just over two years away, we are grateful for this opportunity to share Coca-Cola's plans and ambitions for helping to make the London Games a truly sustainable event.

a) About Coca-Cola

The Coca-Cola Company is the world's largest beverage company, with nearly 500 sparkling and still brands. Along with Coca-Cola, recognized as the world's most valuable brand, the Company's portfolio includes 12 other billion-dollar brands, including Fanta, Sprite, glacéau vitaminwater and Powerade. Consumers in more than 200 countries enjoy the Company's beverages at a rate of nearly 1.6 billion servings a day.

Our business in Great Britain is made up of two separate companies, which are collectively known as the Coca-Cola System:

- **Coca-Cola Great Britain** is responsible for marketing and developing new and existing brands. Based in West London and employing 120 people, it manages over 17 brands (around 100 products) in Great Britain.
- **Coca-Cola Enterprises** manufactures and distributes soft drinks for both The Coca-Cola Company and other brand owners. It employs around 4,500 people in Great Britain and has seven manufacturing sites and numerous regional offices and operations depots across the country.

With an enduring commitment to building sustainable communities, the Coca-Cola System is focused on initiatives that protect the environment, conserve resources and enhance the economic development of the communities where we operate. For more information, please visit our website at www.coca-cola.co.uk.

b) Our Olympic heritage

We are the longest continuous sponsors of the Olympic Games with links which go back to 1928, so the success of each Games, and the ideals of the Olympic Movement, are very important to us.

This long history also means that we were involved with the Olympics the last time the Games were held in London. The world now, of course, is very different to 1948, and so is our company and the drinks we offer. Our business has also grown and changed. In 1948 Coca-Cola sold one drink in one bottle size. We now have over 400 different brands available in a whole range of pack sizes.

What has not changed, however, is our total commitment to making 2012 the best games ever.

c) Our history of sustainable Olympic sponsorship

We have a history of using the Olympics to showcase new environmental initiatives and practices.

Since Sydney 2000, this has included using low-carbon coolers and vehicles, promoting recycling and minimising packaging. At Beijing 2008, Greenpeace awarded us the first “Green Medal” of the Games.

At Vancouver 2010, we delivered a carbon-neutral, waste-neutral sponsorship plus a range of environmental initiatives including recyclable fixtures and signage and staff uniforms manufactured from recycled plastic bottles.

We are determined to build on this record of achievement and will have a series of initiatives to announce in the months to come. In addition, we want to use the Olympics to inspire our consumers to live more sustainably, taking the small steps that could make a big difference to our planet.

d) Preparing for London 2012

We have already put in place a twenty-strong Olympics team to draw up plans for 2012. This includes people with long experience in sports marketing, venue management and communications. As sustainability is so central to our Olympic sponsorship, we have chosen to recruit a full-time Head of Sustainable Games.

The team will be able to draw on Coca-Cola’s global experience at recent Games. This includes the massive logistical operation of quenching the thirst of hundreds of thousands of athletes, officials and spectators at the Vancouver Games earlier this year. Judging by past needs, we expect to provide as many as 25 million drinks at the London Games.

e) Coca-Cola’s activity during the Olympic and Paralympic Games

- i. Offering a wide range of drinks to the 15,000 athletes, 5,000 officials, 20,000 accredited media and 8.5m ticketed spectators
- ii. Presenting Partner of the Olympic Torch Relay
- iii. Showcasing in the Olympic Park
- iv. Providing coolers for all venues
- v. Creating and supplying menu boards etc for food concessions
- vi. Providing ancillary items for concessions (tables, umbrellas etc)
- vii. Selling cause-related merchandise including Olympic pins
- viii. Hosting corporate guests through a dedicated hospitality programme

2. Delivering a sustainable sponsorship

Our approach to sustainability for the Olympic and Paralympic Games is comprehensive. We have recruited a full time Head of Sustainable Games whose role is to ensure that sustainability is considered in every aspect of our planning and embedded within all programmes.

a) Our approach to sustainability

Coca-Cola Enterprises (CCE) and Coca-Cola GB (CCGB) each have a set of global company-wide corporate responsibility commitments. Both take a triple bottom line approach to sustainability and include a focus on healthy living, workplace wellbeing and community. However, for the purpose of this document all information included here refers to our shared ambitions to reduce our environmental impact.

CCE's Commitment 2020: <http://crs.cokecce.com/commitment-2020>

Coca-Cola's Live Positively framework: <http://www.coca-cola.co.uk/about-us/live-positively-sustainability.html>

b) Monitoring and reporting

We are managing our entire Olympic project according to the standards laid out in the BS8901, a British Standards specification for a sustainability management system for events. As part of this process, we will establish, implement, maintain – and continue to improve – a sustainability management system for every aspect of our operations.

c) Mapping and measuring our carbon footprint

For the Vancouver 2012 Games, Coca-Cola delivered a carbon neutral sponsorship by measuring and offsetting the entire carbon footprint of our operations.

We intend to build on our efforts in Vancouver to map our carbon footprint in extensive detail. We already measure the footprint of our UK operations and will develop a new measurement system to include every additional source of emissions, created as a result of activating our Olympic and Paralympic sponsorship.

We will map and measure the carbon footprint of our entire Olympic project, with the aim of raising awareness of where emissions occur, and encouraging decisions which seek to reduce them. This will include every aspect of our Olympic Torch Relay sponsorship and activity in all Olympic venues during the Olympic and Paralympic Games.

d) NGO & stakeholder engagement

We communicate regularly with our key stakeholders through meetings, events and written communications. WWF have agreed to support us as 'critical friends', and will review and critique all our plans, and we will seek input from a range of other environmental experts and NGOs too.

3. Reducing the impact of our products

At Coke, we are committed to running our business in a sustainable way: making the right choices today so that future generations will not have fewer choices tomorrow.

We are continually improving the sustainability of all our products and London 2012 will allow us to showcase the Coca-Cola System as a leader in this area.

We will be providing the millions of spectators visiting the Olympic venues with a wide variety of drinks including still, sparkling, low and no sugar drinks, 100% juice, natural mineral water, sports and energy drinks.

a) Packaging

Packaging plays an essential role in delivering our products safely and conveniently to our customers. As one of the largest users of packaging in Great Britain, we know we have a considerable impact and responsibility in this area. We believe that our packaging should not be classed as waste, but a valuable resource that can be used again and again through recycling.

We work in partnership with suppliers, customers and others to limit the environmental impact of our packaging by reducing its weight, using recycled content and recycling our waste.

At the Games, we intend to serve only 500ml plastic (PET) bottles to keep the number of waste streams in the venues to a minimum. All our plastic bottles now weight just 24g – a reduction of 15g since 1994. We are introducing recycled plastic into our bottles as quickly as the supply chain will allow and aim for every bottle to contain as much as 25% recycled plastic by 2012.



b) Carbon

We use energy to run our factories, power our offices, distribute our products and keep them cool. As leaders in our sector, we believe we should take the initiative for action on climate change. Our aim is to keep measuring and reducing our energy use and carbon footprint across every part of our business: we want to grow our business, not our carbon footprint.

In April 2009, we worked in partnership with the Carbon Trust to measure and communicate the carbon footprint of some of our products. This life cycle assessment has deepened our understanding of the emissions associated with the production of our drinks, in particular the significant contribution that packaging makes. This has led to a renewed focus on light weighting packaging.

c) Water

Water is our single biggest product ingredient. It's also vital to our production process where it is used for heating, cooling, rinsing and washing.

The use of water has rightly become an important and high-profile issue – and not just in parts of the world prone to drought. In our manufacturing sites around the world, we focus on reducing water usage, recycling what we do use and – where appropriate – replenishing the water sources we draw from.

In Great Britain we use an average of 1.47 litres of water to create every litre of our products. This is one of the lowest water use ratios in the global Coca-Cola system. Since 2001, we have reduced our water use ratio by 21%. Ultimately, we are seeking to be 'water neutral' by 2020.

d) Locally produced

As well as being a global brand, we are also very much a local business. We have been making Coca-Cola in the UK for well over a century and currently have six manufacturing sites in this country. Most of the drinks served at the Olympic venues will be made at our Edmonton plant, just a few miles up the Lea Valley from the main Olympic Park in Stratford.

Our natural mineral water brand, Schweppes Abbey Well, will be the official water of London 2012. This comes from a single naturally protected source in Morpeth, Northumberland.



4. Minimising our carbon footprint at the Games

Sustainability will be embedded in every aspect of our operations: the Olympic Torch Relay, Venue Operations and Showcasing in the Park.

a) Low carbon refrigeration

In Great Britain, the Coca-Cola System has over 200,000 pieces of cold drink equipment, including coolers, vending machines and dispensing systems (typically used in bars and restaurants).

In 2004, Coca-Cola founded Refrigerants Naturally – together with UNEP (United Nations Environment programme), Greenpeace and MacDonald's – to find alternatives to HFC refrigeration. By 2015, we have committed to purchase only HFC-free coolers.

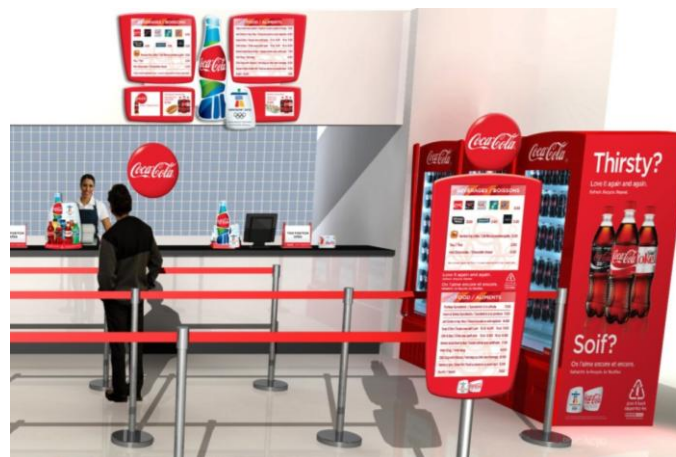
Within London 2012 venues, we have committed to use only low energy, HFC-free coolers. These will be returned to the business after the Games, and will contribute to minimising our carbon footprint over the long-term.

b) Low carbon vehicles

Where possible, we intend to use vehicles powered by lower carbon fuels (such as biogas) to transport our products to the Olympic venues and along the route of the Olympic Torch Relay. Again, these vehicles will be retained after the Games to increase our system's stock of low carbon vehicles.

c) Fixtures and fittings

A considerable quantity of merchandising equipment will be created especially for the Games, such as menu boards, table and chairs and umbrellas. Wherever possible, these will be created from recycled material and will be reused within our business after the Games. We will also seek to retain all packaging materials in order to reuse them to transport them after the Paralympics have finished.



A visualisation of a Coca-Cola concession stand from Vancouver 2010

d) Staff training

We will have as many as 500 full-time members of staff working at the Olympic venues during Games time. We will include a module on sustainability in their training, increasing awareness of how they can make a difference through their actions. An additional benefit of this training will be the long-term behaviour change that staff members will take back to their communities and workplaces.

e) Uniforms

At the Vancouver 2010 Games, all staff were supplied with uniforms created from rPET fabric – a material made from recycling used plastic bottles. A member of staff could therefore be wearing clothing made from as many as 120 plastic bottles at any one time. We are investigating how we can build and improve upon this initiative for London 2012.



Vancouver 2010: Staff uniforms made from recycled plastic bottles

f) Recycled content in all merchandise

We will be offering a wide range of branded merchandise at the 2012 Games. We will seek to make all items from recycled materials.

g) Olympic Torch Relay

Since we first became involved in 1992, we have helped to take the Olympic Flame to 41 countries, travelling over 200,000 miles and sharing the excitement of the Games with millions of people.

We are working with LOCOG to understand how we can contribute to delivering a low carbon Relay in 2012. This is expected to include: low emission vehicles; recycling provision and communications; and facilitating 'green teams' to collect litter after each city celebration.

5. Sustainable Showcasing in the Olympic Park

We have submitted a proposal to LOCOG to build a structure inside the Olympic Park to give visitors to the Games a positive experience of the Coca-Cola brand.

It is our aspiration to use this Showcase to create an engaging, interactive experience with recycling at its epicenter. We plan to educate and inspire people about the benefits of recycling, encouraging them to change their behavior in the long term.

We are committed to making the Coca-Cola Showcase a zero carbon project, and will prioritise sustainability in every decision we take.



Coca-Cola's showcase at Vancouver 2010

a) Building materials

During design and construction the following principles will be followed:

- i. Leasing as the favoured procurement solution for venues with temporary elements. At the Vancouver 2010 Games, for instance, we were able to hire the fabric roofing for our Showcase, allowing us to avoid the creation of a single-use overlay.
- ii. When procuring custom-build element, selecting building materials with low embodied carbon. Due to the low embodied carbon of wood structures (versus steel), we intend to use an engineered timber frame for the main structure.

- iii. Specifying materials with high re-use and recycling potential. The walls and roof of the building are proposed as a lightweight cable façade/roofing system with a membrane wrap that can be up-cycled or easily recycled.
- iv. Specifying construction/fixing methods to facilitate disassembly. We envisage that the foundations will be steel screw piles that would then be 'unscrewed' on the pavilion's removal, and reused or recycled.
- v. Using Resource Management Plans to cover the breakdown phase with a view to maximising reuse and recycling. We are investigating how we can repurpose elements of the structure within our business. For instance, acquiring photo voltaic panels for the roof which can then be carefully dismantled and used in one of our manufacturing sites.
- vi. All fixtures and fitting to be manufactured from rPET from used plastic bottles, or other recycled materials.

The remainder of the materials will be specified in conjunction with the Temporary Materials Handbook which LOCOG will publish this year.

b) Embodied energy

As our structure will be a temporary building, embodied energy and the provenance of materials are the principle sustainability issue. We are measuring the carbon footprint of our entire Olympic activation and the Showcase will, of course, be included within this. We will establish rigorous carbon accounting during the design and construction of the project to ensure all decisions minimise carbon emissions. Our intention is to be an exemplar in this area. Our decisions so far have been informed by the Carbon Management strategy outlined in the 2012 Sustainability Plan (Dec 2009).

c) Energy use

All services will be designed to utilise as little energy as possible. The facade of the building will be designed as a twin skin to prevent solar gain. Combined with careful window placement and solar shading, we anticipate little or no need for air conditioning.

d) Energy Generation

We are investigating the feasibility of using a Photo Voltaic array on the roof but our initial calculations suggest that this energy source will need to be augmented by other renewable energy generation technology. Small wind turbines may also feature on the roof of the structure.

e) Water Use

Rainwater from the roof will be collected and used for flushing toilets in the staff areas. We are also considering using the roof space for an urban eco garden.

6. Inspiring behaviour change

We believe the importance of the Games goes beyond our operations at the venues themselves and provides a unique opportunity to encourage lasting changes in behaviour.

Reducing littering and promoting recycling are issues which are already high on our priorities in the UK so we intend to use our marketing expertise to promote recycling on-the-go both at Olympic venues and through the wider community.

a) Supporting LOCOG on communications

We are working in close consultation with LOCOG's Head of Sustainability, David Stubbs. LOCOG has well-developed plans to ensure that a world-class recycling infrastructure is in place in all Olympic venues. We are working with them to understand how we can support this effort through our communications. This is likely to include messaging on menu boards, tables and staff uniforms.

b) Reducing littering

Litter is one of the most neglected and obvious forms of environmental degradation, and one that Londoners express concern about in relation to the Olympics (Coca-Cola research conducted by PSB, 2009). Intentional or unintentional, it is pollution resulting from waste products improperly disposed of or carelessly handled.

We believe we can use the power of our brands to bring awareness to the litter issue, help to educate the public and encourage positive change to address this unnecessary problem. All our products carry the Recycle Now logo and we are investing heavily in facilitating recycling (see below).



c) Empowering people to recycle on-the-go

Beyond the Olympic venues, we want to make it easier for people to recycle on the go. So, with a variety of partners, we are setting up 80 Recycle Zones across the country in the lead up to the London Games – of which 50 are already up and running. Most recently, we provided Westminster City Council with 260 recycling bins to place in central London. On Oxford Street alone, these bins are already collecting a tonne of recyclable waste every day.



d) Temporary recycling provision

This summer, we have introduced a programme of temporary on-the-go recycling systems at a number of major festivals. We have created a Coca-Cola 'swapshop' that exchanges used bottles for recycled PET merchandise, reminding festival-goers of the value of an empty bottle or can. These bottles are then crushed into blocks which are used to make furniture, forming an ever-expanding 'chill out' area.



This scheme is helping us to understand the logistics of providing recycling facilities at temporary venues and will be highly informative as we prepare for the Olympic Torch Relay and the Games themselves.

e) Recycling in the Olympic boroughs

Later this year, we will be piloting our teen recycling campaign in the Olympic boroughs. This initiative aims to inspire young people to recycle by celebrating everyday acts of recycling. We will use digital media to spread the campaign virally.

7. Concluding remarks and contact details

At Coca-Cola, we aspire to be a global leader in sustainability. This is exactly what our consumers expect of our company and we are determined to achieve right across the board on environmental issues. We know we have not yet got everything right but we believe we have made real progress – and are determined that 2012 will help us do even better.

Hosting the Olympics Games is a massive undertaking and responsibility but our company has no doubt that London will rise magnificently to the challenge. We are determined, as a company and as individuals, to play our full part in making 2012 the most sustainable Games ever.

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Coca-Cola has supported the Olympics since 1928

Criteria for the sustainability of staging Olympic Games

Environmental objectives and standards

Response from the Commission for a Sustainable London 2012 (CSL) 23/06/10

Scrutiny topic	CSL response
<p><i>Setting standards</i></p> <ul style="list-style-type: none"> • Set early in the planning process, in time to influence decisions • Communities and NGOs involved at a high level • Specific, with measurable targets • Up-to-date and ambitious, building on standards set by previous Games and those applicable locally • Aimed first at preventing harm, then at mitigation and compensation • Based on the principle of sustainability and the precautionary principle • Covering all impacts of staging the Games and the full lifecycle of the materials and activities involved 	<p>CSL provides assurance against the sustainability standards that London 2012 has committed to. These are found in a range of sources but the main ones are in the original bid commitments and the London 2012 Sustainability Plan.</p> <p>The bid commitments include 'Towards a One Planet Olympics' produced with BioRegional/WWF http://assets.panda.org/downloads/opl_olympics_brochure.pdf. The main strategies are:</p> <ul style="list-style-type: none"> • London 2012 Sustainability Policy • ODA Sustainable Development Strategy • London 2012 Sustainability Plan (1st edition November 2007, 2nd edition Dec 2009). • These are supported by other documents and plans containing commitments including: • LOCOG Sustainable Sourcing Code • London 2012 Transport Plan • LOCOG Food Vision <p>There are also other documents covering socio-economic commitments but they are beyond the scope of this review.</p> <p>Whilst the London 2012 Sustainability Plan does provide a clear set of commitments, we have recommended that LOCOG develop more detailed targets. In our 2009 Annual Review we recommended "That LOCOG develop a suite of targets through each governance committee to reflect the emerging development of their priority sustainability strategies and operational programmes"</p> <p>The Commission also believes that the same high standards need to apply to all organisations delivering aspects of London 2012 and made this recommendation in our 2008 Annual Review; "All users of the London 2012 Brand should be required to demonstrate how they will contribute to the London 2012 Sustainability Plan and relevant objectives." This applies to Commercial Partners, delivery partners, City Operations in London and across the UK, Live Sites, the Cultural Olympiad and other related events.</p>
<p><i>Planning and managing delivery</i></p> <ul style="list-style-type: none"> • Sufficient to deliver the environmental objectives and standards. 	<p>CSL's has produced a report covering the London 2012 delivery body design processes and individual reports on ODA and LOCOG procurement processes.</p> <p>The design review included a recommendation "That the findings of the Carbon Footprinting and Carbon Management Strategy are</p>

<ul style="list-style-type: none"> • Integral to project planning and management processes for staging the Games • Senior managers responsible for delivery • Incorporated into binding, monitored, enforced contracts with suppliers and other partners, extending up the supply chain • Communities and NGOs involved 	<p>applied to LOCOG’s design processes to minimise the carbon footprint prior to procurement.” We have seen some progress towards this since, with plans for leasing equipment, the publication of guidance on temporary materials http://www.london2012.com/documents/locog-publications/2012-temporary-materials.pdf and internal requirements.</p> <p>The design review made a series of recommendations about the design for legacy but we understand this is beyond the scope of this review.</p> <p>Our 2009 Annual Review recommended “That LOCOG continue to explore opportunities with the legacy owners and the sport community to ensure the optimum long term benefit is achieved in lease/buy decisions”</p> <p>Our procurement reviews of the ODA and LOCOG made recommendations but almost all of these have now been completed or closed and we have seen evidence of standards being incorporated into procurement and/or clear processes set up to address sustainability in the procurement process.</p>
<p><i>Measuring performance</i></p> <ul style="list-style-type: none"> • Transparent monitoring • Independent auditing • Communities and NGOs involved 	<p>The Commission for a Sustainable London 2012 has been established to provide independent assurance over the sustainability objectives of the London 2012 Games and Legacy. Reports are available at www.cslondon.org</p> <p>The ODA Delivery Partner is certified to ISO14001 ODA Transport is certified to BS8901. LOCOG is to seek 2nd party verification of its SMS to BS8901.</p>
<p>Energy and climate change</p> <ul style="list-style-type: none"> • Minimise need for energy, using planning, design and technology of venues, installations, materials, processes and activities. • Use available energy such as natural sunlight or waste heat • Meet energy input needs from renewable sources wherever possible • Install and showcase renewable energy technology on-site • Plan early, and implement or secure the necessary facilities and infrastructure 	<p>The Commission’s design and carbon reviews cover the progress made by London 2012 towards their commitments on energy and climate change.</p> <p>We will continue to monitor and track progress towards the targets made in this area.</p>

<p><i>Carbon footprint</i></p> <ul style="list-style-type: none"> • Calculate for staging within the overall footprint of the Games • Calculate baseline and effect of carbon-reduction measures • Consider carbon offsetting as a mitigation measure 	<p>Since 2006, the Commission has urged the London 2012 key stakeholders to treat carbon management as a strategic issue; to define, measure, reduce and mitigate the negative impacts in an open and transparent way and has made recommendations around this. We commend the groundbreaking work of London 2012 (led by LOCOG) in producing the carbon footprint for the Games (preparation and staging) that has now been produced http://www.london2012.com/publications/carbon-footprint-study.php. This sets out the methodology used to estimate the reference footprint and assumptions behind elements of it.. The Commission made 14 recommendations covering this area in our Carbon report “Extinguishing Emissions” http://www.cslondon.org/publications/?did=6 This includes recommending that the reference footprint be recalculated and published on a regular basis, that emphasis moves on to avoiding emissions and mitigating the residual footprint and that embodied emissions area calculated using “as built” data for at least one, preferably more, significant permanent venues. We understand that the ODA intends to do this.</p>
<p><i>Embodied energy</i></p> <ul style="list-style-type: none"> • Include in energy plans and carbon footprint calculations • Minimise through planning, design and technology 	<p>See above</p>

<p><i>Transport</i></p> <ul style="list-style-type: none"> • Establish a sustainable transport hierarchy for all Games transport needs <ul style="list-style-type: none"> ○ Non-polluting transport (such as walking and cycling) ○ Low-pollution transport (such as public transport, low-emission vehicles) ○ Use of higher-emission vehicles should be minimised • Use the hierarchy for Games-organised transport • Promote the hierarchy to spectators by education and incentives • Plan early, and secure necessary transport systems and infrastructure • Minimise the impact of the Games on congestion • Include transport in carbon footprint calculations • Include travel to the Games from around the world; encourage travellers to reduce where possible, and then offset, carbon emissions of travel 	<p>The Commission has just published a transport snapshot report covering Game-time transport entitled "All Change"</p> <p>Key Findings are:</p> <ul style="list-style-type: none"> ▪ Overall the Commission welcomes the work of the London 2012 Transport teams. The focus on inclusive public transport for spectators, on minimising carbon emissions from the Olympic fleet and on active travel for all, is impressive. ▪ BMW's commitment to a fleet average of 120gm CO2/km for the Olympic fleet is particularly impressive, ahead of EU targets and current emissions standards. ▪ The Commission welcomes London 2012's focus on holding a public transport Games, accessible to all but the Commission strongly considers that public transport from outside London to the Games must be affordable. ▪ The plans to encourage spectators to walk or cycle all or part of the way to the 2012 venues are being linked in to wider programmes to increase the number of people walking and cycling. ▪ The Accessible Travel and Active Travel programmes will require continuing resource commitment to work effectively at Games time. ▪ During Games-time travel demand in and around London will need to be carefully managed to minimise any negative effects on air quality. ▪ The Olympic Park will be a low emissions zone, however the effect of idling traffic around the city will need to be closely monitored and action taken to minimise impacts on air quality. <p>There was a bid commitment for a carbon offset programme for all Olympic and Paralympic travel. London 2012 has decided no longer to pursue formal offsetting schemes as part of its core Carbon Management Strategy. The Commission's carbon review recommended 'Gold standard offsets, or other equally robust method, for flights for competitors and officials, in accordance with the bid commitments. If flights are not to be offset, mitigation of these emissions must be achieved using alternative means.'</p> <p>This mitigation or compensation is to form part of the London 2012 Carbon Management Strategy.</p> <p>For international spectator transport, the carbon footprinting study undertaken by London 2012 assumed around 127,000 tonnes CO2 associated with spectators flying from North West Europe and around 215,000 tonnes CO2 associated with spectators flying from the rest of the world. The Commission's view is that the actual emissions for North West Europe could be substantially lower if information is provided in advance regarding alternative transport options, such as that provided by www.seat61.co.uk and people are encouraged to use these alternative methods.</p>
<p><i>Cooling</i></p>	<p>The Commission raised the issue of coolant gases in our 2007 and</p>

<ul style="list-style-type: none"> Minimise global warming impact; consider avoiding potent greenhouse gases 	<p>2008 Annual Reviews. We are pleased that the Olympic Board has now adopted a policy on the use of HFC http://www.london2012.com/publications/the-hfc-policy-for-the-london-2012-games.php. This has led to the Aquatic Centre changing to an ammonia-based coolant system (and the CCHP from the Energy Centre was already to use ammonia). This means that almost all the cooling systems installed by the ODA will be HFC free. There is an exception in the Main Stadium but having scrutinised information from the ODA the Commission was able to write to OBSG to support the decision taken on a Total Equivalent Warming Impact (TEWI) basis.</p>
<p>Materials</p> <ul style="list-style-type: none"> Manage materials in an integrated system. Plan early, and implement, secure or promote the necessary processes, facilities and supply chains Include venue overlays and dressing, regional dressing and branding, merchandise, catering supplies, packaging, 	<p>The Commission has made several recommendations on materials. Some of these have now been completed by LOCOG and the ODA. These include recommending that “The ODA and LOCOG should ensure a clear and consistent policy for mitigating the impacts of manufacture, use and disposal of temporary materials.” This led to the development of the London 2012 Policy on materials (part of a policy on PVC) http://www.london2012.com/publications/policy-on-the-use-of-pvc-for-the-london-2012-olympic-and.php</p> <p>In our design review we recommended “That LOCOG explore the opportunities to influence the marketplace for the goods and services they require to seek to enable the requirements of the Sustainable Sourcing Code to be applied despite the goods and materials being leased and not bought.” We have seen some evidence of this occurring.</p> <p>The design review also included a recommendation “That the findings of the Carbon Footprinting and Carbon Management Strategy are applied to LOCOG’s design processes to minimise the carbon footprint prior to procurement.” We have seen some progress towards this since, with plans for leasing equipment, the publication of guidance on temporary materials http://www.london2012.com/documents/locog-publications/2012-temporary-materials.pdf and internal requirements</p> <p>The GLA will also need to apply these principles to anything being procured in relation to Live Sites and the look and feel of London during the Games.</p>

<p><i>Sourcing</i></p> <ul style="list-style-type: none"> • Minimise quantity of materials and eliminate or reduce waste at source • Source sustainably, where possible using or re-using existing materials, or recycled or reprocessed from waste materials • Consider using local materials to reduce carbon emissions and other impacts 	<p>The ODA made commitments about the use of recycled materials in their Sustainable Development Strategy. Their performance against these commitments was reviewed in our waste review which reports that the ODA are currently exceeding them.</p> <p>Our procurement reviews of the ODA and LOCOG made recommendations but almost all of these have now been completed or closed and we have seen evidence of standards being incorporated into procurement and/or clear processes set up to address sustainability in the procurement process. This included making recommendations on how LOCOG's Sustainable Sourcing Code could be improved, these were incorporated in the 2nd edition published in December 2009 http://www.london2012.com/publications/locog-sustainable-sourcing-code.php.</p> <p>The GLA will also need to apply clear sustainability principles to anything being procured in relation to City Operations, including Live Sites and the look and feel of London during the Games.</p>
<p><i>Post-use materials management.</i></p> <ul style="list-style-type: none"> • Use long-life and/or easily recycled materials – avoid non-recyclable short-life materials • Separate material types in use and in post-use handling • Establish a post-use materials hierarchy <ul style="list-style-type: none"> ○ Reuse ○ Recycling into equivalent material ('closed-loop' recycling) ○ Recycling into less valuable material ('downcycling') or composting ○ Energy recovery: preferably through clean technologies rather than conventional incineration ○ Landfill – this should be avoided altogether if possible. 	<p>In our waste review we report on the good progress LOCOG is making toward its targets for zero waste direct to landfill at Games-time and the commitment to 'take reasonable endeavours to reuse or recycle at least 90 per cent, by weight, of the material arising from the installation and deconstruction of its temporary venues and overlay (stretch target)'. The Commission's view is that this latter target should be embedded in all the planning and contractual obligations around the transformation phase and that a subsidiary target is set for the reuse of materials arising during this phase to maximise reuse ahead of recycling.</p> <p>Picking up on this and addressing wider issues with the coordination of waste arising in the post-Games Transformation phase, we recommend</p> <p>"That the London 2012 Sustainability Group agrees how the management of waste and resources in the post-Games bump-out/breakdown phase and subsequent transformation phase will be co-ordinated and where responsibility will lie. This encompasses the operations of City Operations, HMG, LOCOG and the ODA and how they will all maximise reuse of materials.</p> <p>This needs to:</p> <ul style="list-style-type: none"> (i) include how responsibility for the end use of temporary materials, demolition and construction materials will be coordinated; (ii) have as its main objective the sale and reuse of these materials, including setting a specific target for reuse, then the recycling and recovery of materials, according to the optimal option in carbon terms for the specific item or material; (iii) take reasonable endeavours to reuse or recycle at least 90 per cent, by weight, of the material arising from the installation and deconstruction of temporary venues, equipment and overlay; (iv) be set out as soon as possible in order to be able to influence decisions relating to all operational aspects, including logistics, transport, regulatory compliance, security, and health and safety;

<ul style="list-style-type: none"> • Ensure planning and management structures cover the disposal of materials after the Games 	<p>(v) report on progress and present a final report to the Olympic Board or relevant responsible body at the end of the entire operation.”</p> <p>We also recommend “That City Operations teams, both in London and other locations around the country, set objectives for waste management that are consistent with those adopted by London 2012 and that particular emphasis be made on ensuring non LOCOG-controlled external venues fully meet these standards.”</p>
<p><i>Pollutants</i></p> <ul style="list-style-type: none"> • Use materials safe for the environment and for human health • Eliminate or minimise pollutants, especially toxins, throughout material lifecycles • Consider ozone-depleting chemicals such as HCFCs, CFCs and halons, and persistent or bioaccumulative substances • Contain and appropriately treat any toxins that are produced 	<p>In our 2007 Annual Review we recommended that London 2012 “Continue to develop a strategy for dealing with environmentally sensitive materials through the design and supply chain process”. We have seen the ODA making progress with ensuring use of healthy materials in construction. LOCOG have a list of restricted substances in their Sustainable Sourcing Code.</p>
<p><i>Planting and landscaping</i></p> <ul style="list-style-type: none"> • Plan and design for sustainability • Avoid or minimise toxic pesticides or artificial fertilisers 	<p>We have made recommendations around the biodiversity of the Olympic Park and are currently undertaking a thematic review of biodiversity. The ODA BAP sets out the way that elements of the Park are to be developed to produce at least 45 Hectares of natural habitat.</p>
<p><i>Wood</i></p> <ul style="list-style-type: none"> • Use recycled or certified sustainably-sourced timber • Maximise sustainability in timber procurement specifications, such as the useful timber obtained from each log 	<p>The ODA is aiming to using 100% sustainably sourced timber (FSC or PEFC) and has set up a timber panel of suppliers who are committed to meeting this target.</p> <p>LOCOG requires FSC certified timber or timber products or otherwise products that are verified with appropriate documentation in respect to their origin and legality.</p>
<p><i>Food</i></p> <ul style="list-style-type: none"> • Use certified sustainable sources as far as 	<p>The Commission has reviewed food across the programme (On your, marks, get set, grow), this sets out the good work done by the ODA in encouraging sustainable food during the construction phase and</p>

<p>possible</p> <ul style="list-style-type: none"> • Avoid products that have involved irreversible releases of genetically-modified organisms. 	<p>the plans from LOCOG for sustainable food at Games-time.</p>
<p>Air quality</p> <ul style="list-style-type: none"> • Keep down emissions of air pollutants such as particulates, oxides of nitrogen, ozone, carbon monoxide and sulphur dioxide • Integrate emissions management with local air quality strategies, with particular attention given to air pollutants that are already high locally. 	<p>The Commission's recent transport snapshot report covers vehicle-related emissions, including plans for a Games-time LEZ.</p> <p>There have been some challenges related to the implementation of the GLA Best Practice Guidance on the Control of Dust and Emissions from Construction and Demolition, specifically related to the use of diesel particulate filters on Non Road Mobile Machinery. The ODA has had studies of this area undertaken by consultants, which the Commission has provided comments on.</p>
<p>Water</p> <ul style="list-style-type: none"> • Use advanced sustainable management techniques, practices and products • Minimise water needed • Retain waste water and capture site runoff to meet needs as far as possible • Manage surplus runoff to minimise flood risk • Plan early, and implement or secure the necessary facilities and infrastructure 	<p>The ODA has made the commitment to reduce water consumption by 40% in permanent venues and non residential buildings and is seeking to achieve this through water reduction measures and a non potable water network. This is expected to include use of backwater in the Aquatic Centre and blackwater treatment. The Commission is tracking progress towards this through our ongoing monitoring and assurance work.</p> <p>We are also monitoring LOCOG's plans for its temporary venues and how water management will be managed in these.</p>
<p><i>Post-use water management</i></p> <ul style="list-style-type: none"> • Differentiate appropriately between grades of water <ul style="list-style-type: none"> ○ clean safe drinking water ○ water suitable for non-drinking uses 	<p>See above comments on non potable water.</p>

<ul style="list-style-type: none"> ○ liquid waste requiring cleaning or treatment before use or release • Drinking water should not be wasted by use for other purposes • Process sewage and organic waste to make it safe and to provide usable energy 	
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RECEIVED

25 JUN 2010

SECRETARIAT

**Councillor Chris Robbins**

Leader of the Council

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Scrutiny Manager
London Assembly Environment Committee
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23rd June 2010

Our ref: CR0645

Dear Mr Williamson,

Re: Staging a sustainable London 2012

Many thanks for the opportunity to submit the views of Waltham Forest Council on the above investigation, which we fully support. Waltham Forest is fully committed to environmental sustainability and we have high expectations of Olympic delivery agencies in 2012.

Energy

The recent announcement that the Wind Turbine, which was to be erected on Eton Manor within the Waltham Forest borough boundary, will no longer go ahead was disappointing news. The Council welcomed the turbine, nicknamed locally as the 'Angel of Leyton', as it would have been a tangible representation of the commitment to the use of sustainable energy. The ODA and LOCOG are now faced with the challenge of meeting their renewable energy targets and we look forward to see the plans as they develop.

Two alternative options are mentioned in the recent press release from ODA: Photo voltaic panels or a Biomass Gasification unit. Waltham Forest Council supports the provision of photo voltaic panels but is concerned about the possibility of another biomass unit on the Olympic site. Waltham Forest is an Air Quality Management Area and therefore the use of biomass as a fuel is not the preferred solution in this instance. There are also concerns regarding the availability of fuel and the related future price of biomass compared with gas. Carbon savings also have to be weighed against the impact on local air quality. Of further concern is that the frequency and quantity of deliveries would cause the CO2 emissions associated with deliveries to be excessive.

Transport

The movement of athletes, the IOC family and spectators is a huge logistical operation and has the potential to have a major environmental impact. Whilst the latest version of the Sustainability Plan (Feb 2010) presents London 2012's commitment to 'use a low-emission



vehicle fleet at Games time' we need to understand how this commitment fits alongside the 2012 Travel Plan and how everyone involved in the Games moves around London in 2012.

Volunteers will play a major role in the delivery of the Games in 2012 and how they get to and from the venues that they will work at must be considered. The Host Boroughs would like local residents prioritised for volunteer positions and if this was supported it could be argued that the environmental impact would be lower than if volunteers were recruited from all over the UK.

Spectators are being encouraged to use public transport, which is undergoing significant improvements, however it must be recognised that East London presents transportation challenges. Businesses in Waltham Forest have already raised concerns about potential traffic congestion affecting their operation. We must consider the impact of the transport requirements of the Westfield development in all forecasts and planning. Congestion during Games time will have a significant negative environmental impact, particularly in regard to air quality.

Leyton Underground station is situated less than 1 mile from the Olympic Park but spectators will be discouraged from using it during the Games. With no investment from ODA or TfL, the station is likely to be closed during busy periods due to potential overcrowding. The Council is disappointed that an opportunity to encourage walking and cycling from Leyton has been lost by this lack of investment.

The Northern Transport Mall is based in Hackney but runs alongside the Waltham Forest Borough Boundary. Questions regarding the operation of the facility and the access for spectators walking to the Games have already been raised by the Council and we have not been given any clear answers. We understand the Mall will be a drop off point for buses and coaches and the high number of vehicles will have a detrimental effect of the air quality for residents living close by. The Council would expect coaches travelling to and from the Mall to be low-emission, with an aim to minimise air quality issues related to nox and PM10 emissions.

Whilst the Council welcomes the measures to encourage walking and cycling outlined in the London 2012 Transport Plan, we are concerned that local residents will favour buses or trains when walking or cycling is viable alternatives. If local cycle-hire schemes, with cycle parking outside or inside the Park are planned, LOCOG should make this clear.

Waste

The London 2012 Sustainability Plan lists two commitments with regards to waste;

- Ensure that no waste arising during the 77 day Games period will be sent directly to landfill
- Treat all waste as a potential resource and ensure that at least 70 per cent of Games-time waste will be reused, recycled or composted

These are challenging commitments but we must not forget that there will be an impact on the neighbourhoods surrounding the Olympic Park. Spectators, workers and volunteers will access the Olympic Park via the Host Boroughs and therefore waste management operations will have to increase.

LOCOG have produced Packaging Guidelines and these must be enforced to minimise the environmental impact. The Food Vision document outlines the environmental commitment of Sponsors and these must be monitored during Games time.

Work is underway on the 'Look and Feel' of London in preparation for 2012. The environmental impact of all marketing materials must be considered and responsibility for its disposal must be agreed with Boroughs.

Procurement

The London 2012 Food Vision states that LOCOG will use the Games to celebrate the 'great diversity and quality of British Food'. Local supply chains are extremely important if the environmental impact is to be minimised. Ensuring that the supply chain commitments on environmental sustainability are embedded with contractors at every level of the supply chain is and will be an ongoing challenge.

Biodiversity

The London 2012 Sustainability Plan highlights the priority to minimise the impact of the Games on wildlife and their habitats in and around Games venues, leaving a legacy of enhanced habitats. We would expect this to translate to a thriving landscape on and around the Park in both Games-time and Legacy mode, designed to respect and promote the character and natural habitats of the Lower Lea Valley.

Further concerns relating to landscaping would include the use of environmentally sustainable techniques such as green roofs and sustainable urban drainage systems.

Environmental sustainability has been embedded in the multitude of plans and strategies produced by London 2012 but ensuring that the commitments will be met in 2012 will be challenging for LOCOG. However, all stakeholders, including the London Boroughs, have a role to play in 2012, must work together and share best practise to minimise any negative environmental impacts.

I look forward to further engagement with the London Assembly Environment Committee and receiving the report and results of the investigation.

Best wishes,

A handwritten signature in black ink, appearing to read 'Chris Robbins', with a stylized, flowing script.

Councillor Chris Robbins
Leader of the Council

cc: Cllr C Loakes, Cllr Ahsan Khan & 2012 Team

Comments and Questions from BioRegional to Sustainable games review

Blueprint for Sustainable Living

The Commission for a Sustainable London 2012 (CSL) has recently published a 2009 Annual Review, where they raise the concern about defining and achieving HMG's promise to deliver a 'blueprint for sustainable living' at the Olympic Park. I also raised this issue periodically back in 2009. While this commitment may have more to do with the ODA and OPLC ('blueprint' has actually not yet been defined), how will staging activities of the various delivery bodies contribute towards achieving this commitment?

London 2012 aims to 'inspire sustainable living' as a result of hosting the Games. How will this commitment be measured, reported and achieved (e.g., through Games-time behaviour change activities or Defra programmes)?

Carbon Management

The London 2012 Carbon Footprint Study (CMS) agreed by the London 2012 Olympic Board and explained in the London 2012 Sustainability Plan (2009) is to use 1) knowledge transfer and influencing standards, and 2) behaviour change (page 22/23) to compensate for owned residual carbon emissions. A "suitable methodology for measuring the effectiveness of these two approaches" is to be developed in 2010 through working with the Carbon TAG, partners and other specialists (page 23). It is not yet clear how London 2012 will achieve effectiveness (real carbon reductions) and additionality through these strategies. The Sustainability Plan (page 23) states: "During 2010 the London 2012 Sustainability Group will work with partners, including the Carbon TAG and other specialists, to identify suitable methodology for measuring the effectiveness of these two approaches." What progress has been made?

CSL has suggested that the Olympic Board should take responsibility for compensating for its residual owned carbon emissions (1.9 Mt CO₂e), per Extinguishing Emissions (December 2009): "Responsibility for the whole residual footprint should rest with the Olympic Board, who should allocate responsibility for mitigation to the organisation best placed to achieve it." Is the Olympic Board prepared to do so?

Are the London 2012 Key Stakeholders measuring, reducing and developing strategies for compensating their carbon emissions (i.e., carbon management strategy)? CSL's recommendation (Extinguishing Emissions) is: "Each individual Key Stakeholder should be responsible for reducing or avoiding emissions within their area of responsibility. The Commission for a Sustainable London 2012 has a responsibility to assure this activity."

ArcelorMittal is now a London 2012 Tier Two Sponsor based on their contribution to the Orbit Games-time attraction in the Olympic Park. LOCOG will benefit from ticket sales at the Orbit. What was the decision-making process for selecting a visitor attraction made of steel, and was carbon reduction part of this process, in line with London and National carbon reduction targets? How is the carbon impact of this activity being measured, reduced, reported and compensated?

The London 2012 Sustainability Plan (page 17) admits that there are limited opportunities to change ODA strategies based on the London 2012 Carbon Footprint Study due to its late completion, but that there are opportunities to use the Study to guide other activities. Are LOCOG and Key Stakeholders using carbon as a planning tool for procurement and decision-making? How are sponsors being encouraged to measure, reduce, and compensate for their carbon impact?

Energy

The London 2012 Sustainability Plan suggests that the LOCOG target to “meet 20 per cent of Games-time electricity requirements from new, local renewable energy sources is unlikely to be met in full” (page 24) and CSL’s 2009 Annual Review confirms this situation. What is the current status of meeting this commitment and are there contingency plans?

Water

The ODA has set potable water reduction targets. Is LOCOG going to establish operational potable water reduction targets at Games-time venues (including temporary venues)?

Procurement

According to the Carbon Footprint Study, “IT services are the second highest component of LOCOG’s footprint” (page 19, London 2012 Sustainability Plan). What measures are being adopted to reduce this impact?

Waste

LOCOG has established a temporary waste target to “take reasonable endeavours to reuse or recycle at least 90 per cent, by weight, of the material arising from the installation and deconstruction of its temporary venues and overlay (stretch target)” (page 34). Learning from the Olympic Park demolition and construction phases suggests that the reuse and recycling targets, including monitoring and reporting, should be separate. (see also CSL Waste report, March 2010) How will LOCOG prioritise and achieve reuse over recycling per the waste hierarchy, and contribute to a lasting waste infrastructure legacy in East London (e.g., reuse)?

Olympic Broadcast Services

CSL’s 2010 Waste Review (page 32) points out LOCOG’s challenge of engaging with the Olympic Broadcasting Service (OBS) as they fit out and operate the IBC. How will LOCOG work with OBS to encourage their adoption of London 2012’s sustainability priorities and strategies?

London 2012 Sustainability Partners

How will Sustainability Partner activation strategies align with and contribute to the 2012 Sustainability Policy and Plan? Could sponsors link their activation to carbon compensation?

City Operations

How is London 2012 engaging with venue host cities around the UK to encourage the adoption of sustainability priorities and strategies?

The London 2012 Sustainability Plan (page 89) states: “It is therefore important that the principles and messages of this Plan are integrated into the planning and delivery of key services in London and the other host towns and cities across the UK, through the emerging multi-agency City Operations programme.” CSL’s 2009 Annual Report confirms that GLA Operations Plans are delayed. What is the status of the multi-agency City Operations programme and how will sustainability be embedded into these activities, in line with the London 2012 Sustainability Policy and Plan?

From: Craig Beaumont [mailto:]
Sent: 29 June 2010 14:39
To: Richard Derecki; Ian Williamson
Subject: LOCOG submission for Environment Committee

Dear Ian,

Thank you for your letter requesting written evidence in advance of the Environment Committee hearing about London 2012.

LOCOG is committed to staging the most sustainable Games possible. Our approach can be set out as follows:

- Providing an accessible and inclusive setting for all
- Providing a safe and secure atmosphere
- Minimising negative impacts on the environment
- Encouraging healthy living
- Promoting responsible sourcing
- Leaving a positive legacy
- Delivering excellent customer experience
- Encouraging more sustainable behaviour

The Committee will be well-appraised about our overall plan, *Towards a One Planet London 2012*, which is regularly updated and covers five sustainability themes - climate change, waste, biodiversity, inclusion and healthy living. In terms of accountability, all the delivery partners involved in London 2012 are scrutinised by the Commission for a Sustainable London 2012 so we are keen for the Committee to talk to CSL to be as best informed as possible in your inquiry – in their latest report, CSL has been “particularly impressed with the **ground-breaking** work carried out by the delivery bodies and the six London 2012 sustainability partners in the areas of **carbon, food and waste.**”

Focusing on LOCOG’s responsibilities, our work and priorities can be summarised as follows:

1) Carbon management

For the first time for a summer Games, we have led a comprehensive study into what the potential carbon footprint of the project could be – from construction to staging. This is an innovative approach to carbon footprinting: to use the methodology as a forward looking impact assessment, rather than a reporting tool. In this way we have been able to identify the main sources of carbon emissions in advance to inform many of our sustainability plans, and those of the ODA.

The total carbon footprint ‘owned’ by London 2012 after sustainability and reduction measures have been taken into account is expected to be 1.9Mtonnes CO₂e. (NB The total reference carbon footprint ‘owned’ by London 2012 without reduction measures is 2.3Mtonnes CO₂e, and total reference carbon footprint without reduction measures is 3.4Mtonnes CO₂e.) These emissions are spread over the seven year duration of the project from bid win to Games-time.

Much of this is related to the permanent venues and infrastructure being built by the ODA (world-class sporting venues, new homes, a 102 hectare public park with thousands of trees, investment in upgrading public transport, rail and water infrastructure, and new pedestrian

and cycle routes). But there is also a footprint from LOCOG's staging activities at Games-time. As such LOCOG is working on:

- procuring materials for venue overlay and fit-out which have low embodied carbon and high reuse or recycling potential
- optimising amount of hired materials and equipment
- developing and implementing a Technology Sustainability Strategy (IT services are the second highest component of LOCOG's footprint after overlay construction)
- additional new renewable energy sources
- a low emission vehicle fleet: cars, logistics vehicles, buses
- 'Green travel plans' for ticketed spectators and workforce
- Cycling and walking will be encouraged via the Active Travel Programme
- Low/zero-carbon Olympic and Paralympic flames

2) Waste management

LOCOG has committed to a zero-waste to landfill policy. We are now working with contractors and suppliers to ensure the measures are in place to achieve this. An initial scoping study indicated that during the Games an estimated 8,000 tonnes of waste is likely to be generated, of which around 40% is likely to be food waste or food-contaminated waste. The study also looked at the use of temporary materials and packaging. Work is underway to carefully select materials and packaging used for the Games to enable significant reductions in carbon footprint, reduce waste and create reuse and recycling opportunities.

We have in place a six-level waste hierarchy, listed in order of environmental preference:

- Reduction
- Reuse
- Recycling and composting
- New and emerging technologies to recover energy
- Conventional incineration with recovery of energy
- Landfill [NB zero waste direct to landfill from Games-time activities]

3) Sustainable Sourcing Code

LOCOG does not stage the Games in isolation. As the organising committee we work with suppliers, sponsors and licensees – and indirectly with their supply chains. To embed our commitment to sustainability with other organisation and their supply chains is a huge challenge. LOCOG's approach is therefore two-fold – firstly in producing a ground-breaking Sustainable Sourcing Code, which every LOCOG supplier, sponsor and licensee must sign up to; and secondly in finding ways to reward those organisations that 'go the extra mile' on sustainability.

The sustainable sourcing code sets out how suppliers, sponsors and licensees must ensure that all products and services are sourced and produced under a set of international acceptable environmental, social and ethical guidelines and standards; that reused and recycled materials are encouraged, and with minimal and reusable/recyclable packaging; that resource and energy efficiency are maximised; and that healthy materials and substances are used.

Through our procurement and tendering processes, LOCOG defines our 'value for money' assessment not just based on cost, but also on sustainability – rewarding those suppliers that go above and beyond sustainability requirements in their bids. Among sponsors, LOCOG has created a category for those commercial partners that want to focus their sponsorship on sustainability - normally linking London 2012 and sustainability to their own customers and workforce. These partners are BMW, BP, BT, Cisco, EDF Energy and GE.

4) Food and drink

LOCOG launched 'For Starters', our food vision for the Games at the end of last year. It set out how we would source food and drink to provide 14 million meals across 40 different locations; how we would achieve a wide choice; how it would be sourced from the UK wherever possible, and how we would set new standards in sustainable sourcing of food. The vision was developed in consultation with our Food Advisory Group, including representatives from DEFRA, Food Standards Agency, the National Farmers Union and Sustain: The Alliance for Better Food and Farming.

The Vision set out benchmark and aspirational standards in how LOCOG will source food. The benchmark standards are the most challenging ever set by a summer Games – with the Red Tractor standard as the benchmark across meat, fruit, vegetables, salads, cereals and dairy. All dairy products, beef, lamb and poultry must be UK or of equivalent UK standard. Bananas, tea, coffee and sugar will be Fairtrade or ethically sourced and traditional British cheese such as cheddar must be British. Eggs must be British Lion mark free range and RSPCA Freedom Food Certified chicken will be available. All chocolate sold will be Fairtrade or ethically sourced. All fish will be sustainable, including the complete exclusion of species and stocks identified by the Marine Conservation Society (MCS) as 'fish to avoid' and all wild-caught fish meeting the FAO Code of Conduct for Responsible Fisheries.

In LOCOG's procurement, the benchmark standards must be adhered to - and those companies that can attain the aspirational standards in a commercially viable way will be rewarded in the open tender process.

This approach has never been done for a major sporting event before – Committee Members will be well aware of the catering on offer at most sporting events they attend across London and elsewhere. The next stage for LOCOG is to launch a Food Charter, encouraging organisations throughout the events, catering and hospitality sectors to commit to supporting and implementing local, seasonal, healthier and sustainable standards across the industry.

5) Sustainable events in legacy

London 2012 has been a key inspiration behind the development of BS 8901 – 'Specification for a Sustainability Management System for Events'. This new standard is a real legacy from the Games, as we pass on our lessons in staging sustainable events to the event management industry - both large and small-scale projects alike. London 2012 has developed guidelines for events based on the standard, which we are promoting across delivery partners, GLA, and the broader event management industry.

I look forward to expanding on these at the Committee hearing. All the documents mentioned above are available on www.london2012.com but do contact us if you can't find them.

Yours sincerely,

David Stubbs
LOCOG Head of Sustainability.

Craig Beaumont
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Our ref:

Your ref:

Date: 29th June 2010

Mr Ian Williamson
Scrutiny Manager
London Assembly Environment Committee
City Hall
The Queen's Walk
London
SE1 2AA

Dear Mr Williamson,

Thank you for your letter regarding the London Assembly Environment Committee's investigation into the environmental sustainability of staging the London 2012 Olympic and Paralympic Games, and for providing us with the opportunity to provide you with our comments. Whilst our priority is securing a sustainable legacy from the Games, we appreciate that the focus of your enquiry is for the staging phase. As a host borough, we are keen to contribute to making these Games the most sustainable ever, and our suggestions below centre on ways in which we can help further this objective.

Planning, delivery, monitoring and reporting

The City Operations workstreams are central to achieving a co-ordinated approach to city-wide activity during the Games as they will minimise waste and duplication, and allow for effective delivery. This will involve marshalling a very wide range of partners. The challenge for the GLA is to involve all partners without creating a structure that is unwieldy, leading to less than optimal effectiveness. One tool for this will be open and fluent communication across all sectors.

Energy use, energy supply and greenhouse gas emissions

There is a target for the equivalent of 20% of the legacy energy needs on the park to be met through renewable sources on site. Ideally, this energy generation capacity would be available by Games time.

It is disappointing that the Eton Manor turbine project has not proved possible; however, this has not deterred Hackney Council from its attempt to secure a wind turbine for the East Marsh, within the boundary of the Northern Transport Mall. Unfortunately, as the planning process is quite lengthy, it is highly unlikely that a turbine could be delivered by Games time. We will continue to liaise with the ODA and other partners to make this happen as quickly as practicable. Having a

turbine on site for the Games has rightly been seen as a powerful endorsement of the potential of such energy generation in an urban environment. If there is no turbine, the Games organisers should give profile to the Energy Centre at Games time.

Transport

We are working with the ODA to ensure that the new cycle and pedestrian routes to the Olympic Park will be available, accessible and well signed in time for the Games. There are, however, concerns that security measures in place on the approaches to the park could become a deterrent for such forms of travel. An example of this can be seen in the plans for a major bike park on the Northern Transport Mall. To reach the bike park from the new cycle route across Hackney Marshes, cyclists will have to pass through the Northern Transport Mall's boundary fence. We are keen to ensure this is not a barrier to cyclists or pedestrians.

We also want to ensure that local visitors to the Olympic Park will still be able to use the normal bus services. This is dependent on the Olympic Route Network allowing full permeability for buses. This will be particularly important on Homerton Road and Ruckholt Road, where local bus passengers would disembark for the Games. Network plans do currently appear to allow such movement, but as they are still subject to change, this needs to be kept under review.

Until now, Hackney Wick has not been subject to parking restrictions. A consultation is currently taking place on the installation of a Controlled Parking Zone (CPZ) in the area, which would be partly funded by the ODA. Should residents choose to support the proposal for a CPZ, this will be an important deterrent for those who might still be hoping to reach the Olympic Park by car. However, the council still anticipates the need to plan, with the Olympic authorities, how the CPZ will be supervised during Games time

Local supplies and food

The figures for the volumes of goods that need to be supplied to the main Olympic Park during Games time are astonishing and will generate an enormous number of journeys by petrol-driven supply vehicles. The carbon footprint could be reduced if a priority or incentive was placed on using local suppliers. This is something that LOCOG could build into their evaluation of tenders from their main contractors so as to encourage them to plan local supply chains. We also feel that it would be a significant gesture if LOCOG franchised at least one food outlet that sourced its food from within London. This could promote the project which is trying to bring back into use 2012 sites for cultivation by 2012.

Land contamination

The Northern Transport Mall (which is currently football pitches) will be used by buses, coaches and taxis. Twelve months after the closing ceremony of the Paralympic Games, a legal agreement requires the land to be returned to the Council with a playing surface that is at least equivalent to the current very high standard. One of the threats to this is the seepage of bus and coach oil into the

ground. This is a major concern for us, and we believe that the ODA must share their thinking on how this will be mitigated.

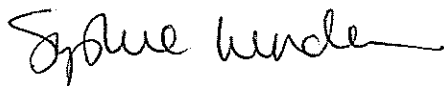
Waste management

LOCOG have a laudable yet challenging target of 70% recycling of waste with no use of landfill. We understand the desire for nearby live sites to operate to the same standards as those being adopted in the park and will bear this in mind when planning our own activities. We anticipate a significant extra workload for both waste collection and street cleaning services. To maximise the potential for recycling in and around the park, it would be helpful to understand LOCOG's detailed planning on this as soon as possible, including the role, if any, that they are expecting local authority waste services to play.

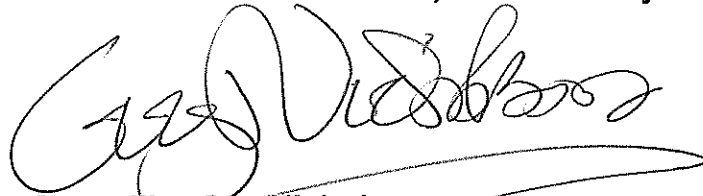
There has been some detailed thinking about the packaging of food and drink on-site. However, an issue we are not aware has had much consideration yet is the re-use of the homeware goods (including furniture, white goods, TVs, linens and towels) needed for the 3,000 flats that make up the Olympic village.

We hope that our comments are useful for your investigation. Please do not hesitate to get in touch if you require any clarification on the points we have made.

Yours sincerely,



Councillor Sophie Linden
Cabinet Member for Crime, Sustainability and Customer Services



Councillor Guy Nicholson
Cabinet Member for Regeneration and 2012 Olympic & Paralympic Games