

Responses to Going for Green

This document collates responses from the ODA, GLA and LOCOG to the recommendations in the Environment Committee's report on the sustainable staging of the London 2012 Games, Going for Green. They are arranged by recommendation, with general responses at the beginning.

GLA response, from the Director of London 2012 Co-ordination

I am pleased to report that the team has one full time member of staff from the sustainability team to support our work. We have also built on our good relationships with suppliers and contractors who have been keen to contribute to the overarching vision for a sustainable Games.

I hope that you will agree that we have made significant progress to achieving a sustainable City Operations programme. You will note that many of our plans are in the final stages of development. I anticipate that by the end of the first quarter of 2012 we will have our BS8901 certification and our finalised plans, which I will of course share with the committee.

LOCOG response from the Chief Executive at the 8 December 2010 Plenary

Thank you for the report. I think it is, largely, very supportive of the work we are doing so I recommend it as a good read.

LOCOG statement carried in BBC online reports of *Going for Green's* launch

LOCOG welcomes the report published today from the assembly, which credits the work undertaken by all the stakeholders to ensure that London 2012 is the most sustainable Games possible. The Commission for a Sustainable London 2012 is the independent body set up to ensure this, and LOCOG works closely with them on all aspects of our work.

LOCOG update November 2011

There will be a quick wind-down after the Games. This will be immediate for most operational functions. There will be a few months' work on decommissioning, reporting and knowledge transfer. It is expected that the sustainability team will finish by Christmas 2012. The organisation will be entirely wound up except for residual legal and accounting purposes by March 2013.

LOCOG now has certification under BS 8901 – the standard for sustainable events management that London 2012 has helped to develop. It demonstrates that LOCOG has identified and planned to tackle any sustainability issues with its work. Based on BS 8901, an international standard ISO 20121 is to be published about June 2012. BS 8901 holders expect to have a quick transition process to the international version.

The most recent major report of LOCOG's sustainability work is in the April 2011 Blueprint for Change report. There will be another edition in April 2012, and a post-Games report of the results of the work.

The 2011 report includes details of LOCOG's conformity with the Global Reporting Initiative (GRI) on sustainability reporting. The 2012 report will be written in line with GRI's new Event Organisers Sector Supplement for the events sector (to be published shortly).

The British/international standard and the GRI work form two significant legacies for sustainability management in the events sector. It is important for LOCOG to embed its legacy in its current work like this, because of the rapid wind-up post-Games (see also response to recommendation 6).

LOCOG wishes to promote messages about sustainable travel, catering and waste management to spectators in Games time.

Recommendation 1

LOCOG should produce, in advance of ticket launch (spring 2011), a plan to promote sustainable travel at the point of ticket sale.

Suggested elements for this plan include:

- working with ticket distributors such as north-west Europe National Olympic Committees**
- working with providers of rail and coach transport, and of carbon offsets**
- informing spectators about sustainable travel options and facilitating access to them**
- developing special promotional fares for the Games period**

LOCOG response from the Chief Executive at the 8 December 2010 Plenary

You advised us that we should make every effort to communicate with all the communities who are coming to the Games, particularly the ticket holders, that they choose sustainable means of travel. David [Higgins] has already alluded to the journey planner and there is lots of work going on to make sure that, once we have sold someone a ticket, we have an ongoing communication with them about a whole range of things, including the most sustainable way to get to the Games. This will also apply, in particular, to the obvious target markets outside the UK like northern Europe, where they do have a more sustainable alternative. Eurostar hopes to get something like one million people coming to the Games on the train and we will help that take place.

LOCOG update November 2011

LOCOG regularly communicates with holders of tickets that it sold directly, and with overseas ticket agents, by email. Content includes travel options.

There is an online journey planner on the current London 2012 website, and this will be picked up with more detail by the Games-time website.

Discounts for have been negotiated for long-distance train and coach travel.

Information on actual travel to the Games will be available from Eurostar and from other travel companies with whom discounts have been negotiated. BP will have figures for those who chose to offset their travel via the Target Neutral scheme [A partnership, announced during 2011, between BP and London 2012 to offer free carbon offsets to Olympic ticketholders – ticket holders and agents were to be invited to participate by email from LOCOG].

‘Active travel’ (cycling and walking) will be promoted during the Games. Promotion will be tested during Cluster 3 of test events. As a result of the Active Travel programme, walking and cycling infrastructure improvements and complementary activity through the 2012 Travel Demand Management programme, TfL expects an additional (switching from other modes) 1 million journeys a day by foot and bike in London during the Games period. This amounts to a 16% increase in walking and cycling journeys by Londoners at Games time and represents a 30% mode share for walking and cycling during Games time.

There will be secure cycle storage at venues (about 7000 bays at the Olympic Park). There will also be free bike maintenance at some venues.

Monitoring will include numbers of people arriving at venues.

The carbon footprint consultants Best Foot Forward are doing ongoing work on the carbon footprint estimates, including travel.

Recommendation 2

London 2012 and GLA City Operations should (by June 2011) set targets to the re-use of temporary materials and say how this will be monitored and reported on. When reporting on the leasing of temporary materials, it should be made clear whether materials are new or re-used at the beginning of the lease, and whether they are available for re-use after the lease.

GLA response

We are working closely with our suppliers to identify potential opportunities for re-use of materials, we will monitor their performance and they will be required to formally report at the end of the Games. The city operations items which will have the biggest impact on material use are the London Ambassador pods, city 'look' and dressing and staging at our Festival Live Sites.

Our London Ambassador pods will be leased and returned to the supplier post Games. The pods will be dressed for our purposes and where at all possible dressing material will be re-useable. We are working with the supplier to agree suitable disposal options where this is not the case.

We have established a working group to address the particular requirements of the look and dressing workstream. The group are currently developing a disposal plan and will be in a position to share this with the committee in the first quarter of 2012.

We are in the process of developing a Festival Live Site sustainability policy with Live Nation which will include specific targets and objectives. Live Nation will report on their performance against these after the Games.

LOCOG response from the Chief Executive at the 8 December 2010 Plenary

Another area you recommended we look at is to make sure that for all the temporary overlay - the seats, the temporary cabins, portable toilets and all the stuff that comes into an event and then goes away - we maximise the amount of rented equipment, rather than constantly buying new equipment which then does not get used. What we are committing to is that a minimum of 85% of what we use in the temporary overlay will be from the rental markets, so that is important.

LOCOG update November 2011

LOCOG is approximately on track to achieve the 85% rental target. The overlay has been designed around what is available in the overlay rental market, so it fits with the usual re-use patterns of overlay providers. Some providers are introducing new products or models, and the Games will be the first user for some of these.

After the Games, while rental equipment and materials will be returned to their owners, there will typically be a large amount of left-over material (e.g. overlay waste, broken equipment, furniture etc and things left behind by contractors, teams, broadcasters etc). Traditionally all this is treated as waste for disposal. LOCOG will attempt to recover as much value as possible through reuse and

recycling opportunities. Re-use and recycling will be reported post-games, but LOCOG cannot specify a target as the overall quantities are unknown beforehand.

Recommendation 3

LOCOG should increase its efforts to secure new local renewable sources to deliver 20 per cent of Games-time electricity, provided that these new sources can be delivered with sufficient local capacity and in a cost-effective way.

LOCOG response from the Chief Executive at the 8 December 2010 Plenary

Of all your recommendations probably the most challenging one for us is to try to meet our promise to ensure that at least 20% of our energy requirements are from renewable resources. We will work very hard at that but, of course, we can only work within the constraints of the existing infrastructure in the city. [further questions from Darren Johnson AM on on-site renewable energy capacity were referred to the ODA. Darren Johnson said that the ODA could fund energy-efficiency measures under the RE:NEW programme; this is now happening.]

LOCOG update November 2011

With hindsight, this target should have been owned by the ODA, in whose remit it was to seek to deliver the necessary infrastructure. The main lesson to be learned from missing this target is that it is better to regard energy infrastructure as part of a longer-term legacy. A more stretching target for Games-time renewable generation is unworkable because Games-time demand cannot provide a business case for long-term infrastructure investment.

The carbon saving from reaching the 20% target would have been just under 5000 tonnes. LOCOG will therefore identify energy-related carbon-saving measures (such as reducing the use of air conditioning or the use of biofuels in generators) amounting to that tonnage of carbon saved. But it should be noted that the carbon footprint of materials, and hence the carbon saving potential, is much bigger than that of direct Games energy use.

EDF does say that it sources 20% of the amount of electricity sold under LOCOG's tariff from renewable sources, but there are complex questions of carbon accounting about this sort of claim. The electricity for the Games will physically come from the general grid, which has a lower percentage of renewable generation. Some, including the Commission for a Sustainable London 2012, doubt whether it is legitimate to claim carbon savings based on the contractual supply chain of the electricity bill, rather than the physical supply chain of the grid connection. LOCOG is therefore likely to report both types of figure for full disclosure.

Looking forward, one of the main uncertainties is over what the total Games-time electricity use will be. This is subject to late changes of plan, related to issues such as broadcaster activity or safety concerns over the use of gas in cooking. LOCOG has an incentive to minimise its energy bill, but pre-Games the figures are based on projected demand. The actual usage figures and supply sources will be reported post-Games.

There are four people from the sustainability team embedded in the venues team, and there are sustainability components in LOCOG's general training and all the function-specific training, so there is a sustainability case made in the relevant discussions, on energy use and also on many other issues.

Recommendation 4

GLA City Operations should publish, by June 2011, plans showing how London 2012 sustainability standards, including carbon footprint management, will be applied at the live sites they will run and in cultural events which the Mayor sponsors and how standards will be monitored and reported on.

GLA response

In June 2011 we committed to achieving BS8901 certification for the City Operations programme. A plan is in development to achieve this as well as an indication of the sustainability standards that will result. We will be in a position to share this with the committee early next year.

We will test the approach pioneered by LOCOG to measure the carbon footprint of our Hyde Park festival live site in order to inform future major event planning. In addition, working with the environment team, we have developed a tool to identify the work streams with the highest carbon impact which the GLA Events team will use in future.

Recommendation 5

The GLA Group should immediately commit to take up the environmental standards coming out of the Olympics and Paralympics, such as BS8901, and should implement them across all relevant operations as soon as practicable.

GLA response

The Games have already pushed us to achieve high standards of sustainability within the City Operations programme. We intend to achieve our BS8901 certification for the programme in February 2012 and are beginning to talk with colleagues across the organisation about our experience in doing so. For example, a working group has been established to explore the feasibility of the GLA Events Team achieving certification post Games.

Recommendation 6

London 2012 should set out, by March 2011, how it will quantify the carbon savings, to be achieved through take up of best practice standards and wider behaviour change, that are to compensate for the unavoidable emissions of the Games. The quantification and attribution should be robust, matching Gold Standard offsets or equivalent.

London 2012 should also by December 2011 give an initial tonnage estimate for the carbon to be compensated. London 2012 should seek to achieve savings greater than the unavoidable owned emissions and thereby achieve a net-positive carbon impact.

LOCOG response from the Chief Executive at the 8 December 2010 Plenary

On promoting carbon savings we will absolutely make sure that the initiatives that we have deployed which are being successful – for example the kind of work we are doing with EDF Energy on Green Britain – we will use case studies so they can be copied and utilised more broadly, so there is a bigger dividend from some of the good work that has been done.

LOCOG update November 2011

It is very hard to quantify this effect. It is possible to do sample surveys but the potential for error becomes very large when uncertainty over what people are doing compounds with uncertainty over what changes are attributable to particular factors.

BP will do some work with its customers over the Target Neutral campaign.

There will be communications work on sustainability messages to groups such as spectators, media, athletes and the Olympic Family during Games-time (more so than in any previous Games) LOCOG is looking to do some surveying during and just after the Games about whether people noticed the sustainability attributes of the Games and whether that would make them think differently about their own behaviour.

BS 8901 and ISO 20121 are certified by multiple organisations, so there is no central register.

LOCOG is planning to do some events sector learning legacy events, and there will be the Glasgow Commonwealth Games in 2014, the England-wide Rugby World Cup 2015, and the London World Athletics Championships in 2017 which will be able to draw on the lessons of 2012. LOCOG cannot itself monitor the carbon saved as a result of knowledge transfer, as it will cease to operate in early 2013. Monitoring will be up to organisations that are taking on the knowledge – no specific process has been agreed between them and LOCOG.

ODA response (written up from meeting of 12 May 2011)

There has been much work on capturing the ODA's approach to sustainable construction and the lessons learned. In Autumn this year there will be a learning legacy website. Professional Institutions in engineering and building are involved. The ODA is working with the Major Projects Authority to disseminate the lessons learned to Government Departments

Overall, the ODA is making its learning available and it will be up to others to take it up. Some lessons are more widely transferable than others. There are no ODA plans to quantify or monitor the carbon saved as a result of take-up of these ideas by others.

Recommendation 7

The ODA should ensure that the revised Strategic Environmental Assessment of the Olympic transport plan is published, with the modelling of Games-related traffic and emissions, in time to inform the consultations on each element of the ORN. Decision on the ORN should not be taken until this informed consultation has taken place.

ODA response (provided in writing 10 June 2011)

As part of the development of the Transport Plan for the London 2012 Olympic and Paralympic Games, the ODA commissioned an independent Strategic Environmental Assessment (SEA). The purpose of the SEA was to ensure that environmental impacts were taken into consideration at the earliest opportunity. In particular, the SEA covered areas such as climate change, air quality, and noise related to the Transport Plan.

The SEA went out for stakeholder consultation in February 2011 which concluded in April 2011 and covered the preliminary design of the ORN/PRN.

As we are now in the operational phase for Transport for the Games, TfL is leading on the detailed design and delivery for the ORN/PRN. Throughout the detailed design process of the ORN/PRN ongoing modelling and consultation will take place on the environmental impacts of the networks as required, until the final designs are completed.

The ODA will continue to work with TfL, the GLA and delivery partners on relevant Environmental Assessments to ensure mitigations are appropriate.

Recommendation 8

The Mayor should publish, by December 2011, NO2 concentration modelling for Games time, taking into account traffic and other activity related to the Games. The mayor should take, or secure from the Government, action to ensure that NO2 levels are reduced as far as possible towards the EU limit (or, failing that, the tolerance margin) by the time of the 2012 Games.

GLA response

TfL is responsible for the operation of the Olympic and Paralympic Route Network during the Games. The detailed design of the routes and associated traffic management measures is being progressed. ODA have developed traffic modelling tools which include a variety of Games measures such as the most recently available details of the Olympic Route Network, Games Family flows, Movement Management Areas and traffic demand management measures.

An objective is to minimise the overall impact on London's traffic – and therefore the impact on air quality; TfL is undertaking air quality modelling based on outputs from these traffic models to help ensure that this objective is met. If the modelling shows that further refinement of the travel demand management or additional mitigation measures are required these will be discussed with the ODA. TfL will share this modelling with stakeholders as soon as it is available.

The Mayor's Air Quality Strategy (MAQS) includes a number of actions that the Mayor is taking to reduce NOx emissions ahead of the 2012 Games. These include home and workplace energy efficiency through the RE:NEW and RE:FIT programmes, cleaner buses and the promotion of electric vehicles.

The Mayor continues to lobby the Government for funding that would allow the MAQS to be implemented in full and for national measures such as a NOx retrofit certification scheme, further rail electrification and scrappage and retrofit schemes that would lead to reduced NOx emissions in London and other urban areas of the UK.

Recommendation 9

There should be best practice re-use and recycling facilities not only in Olympic and Paralympic venues but around them, at live sites, on London's transport system and in other key visitor destinations. The Mayor, with Games organisers, sponsors and GLA City Operations should (by June 2011) set out plans to achieve this.

GLA response

In common with the Organising Committee's target we intend that no waste from City Operations closed venues will go directly to landfill. We are working with our individual contractors to agree appropriate approaches to waste for their workstream. For example we have had encouraging early discussions with Live Nation and are working with them to establish the best way to achieve the highest recycling rate practicable on our festival live sites. In addition, Recycle for London intends to provide communications and behaviour change activity at the sites.

Within the London Media Centre we are using electronic communication which we expect to result in an 80% reduction in paper use against traditional Games media centre standards.

Outside of the City Operations programme the Mayor has already increased litter bins on the tube network by 25%, all bin contents are sorted and a recycling rate of 70% is achieved. I know that the Mayor agrees with you that on-the-go recycling facilities in London are important and is keen to do all that he can to support boroughs in improving their offer. Recycle for London has made funding available to boroughs to help them with this.

LOCOG response from the Chief Executive at the 8 December 2010 Plenary

On reuse and recycling facilities in the venues, we are very focused on this. There will be quite striking reuse and recycling facilities. Very brightly coded with a lot of education for our consumers that go with it so they will get, effectively, utilised. I think you will be very pleased with what we are doing there.

LOCOG update November 2011

LOCOG has been working intensively with WRAP, including a full-time secondee, to develop the Games waste management plan. Packaging used by venue caterers will all be from specified sources to make the waste stream as easy to handle as possible – PET, compostables and general waste (which will also be processed to separate recyclables from energy-recovery material). Packaging will be colour-coded, and so will the front-of-house bins and disposal bin bags, to keep waste types separate throughout the waste stream.

These facilities will be provided Front-of-House at all 'closed' competition venues at Games time, though in very large sites such as Greenwich Park the facilities will only be located near catering outlets.

There will be pre-event information for ticket holders to prime spectators to use the bins correctly, and to inform decisions on what food, drink and packaging to bring onto the sites from outside (see also response to Recommendation 10).

Re-usable catering materials such as cups were considered (there was an example from the Football World Cup in Germany) but were not adopted because of a number of concerns including space and operational requirements (LOCOG's view is that glass and crockery would never be used front-of-house). All the packaging and other materials that customers get from Games catering outlets will be disposable and (except ice-cream wrappers etc.) will be able to go into the PET (dry recyclables) and compostable waste streams. All of the Coca Cola-supplied drinks will be in PET or compostable cardboard containers.

LOCOG is not directly working on any off-venue recycling facilities, but is developing a 'waste charter' for local authorities and other third parties with guidance on waste management for events that they control or manage.

Following the Games, the bins and other equipment will be part of LOCOG's asset disposal programme; LOCOG hopes that legacy owners and existing venues will take them on. WRAP is supporting the nationwide roll-out of the labelling and iconography.

Recommendation 10

LOCOG should take active steps to secure the achievement of Food Vision aspirational standards. With sponsors and suppliers, it should set out (by March 2011) how and to what extent each aspirational standard is expected to be met.

LOCOG response from the Chief Executive at the 8 December 2010 Plenary

On catering - which was another recommendation where you were keen to see where we had pushed on beyond our benchmark standards - again, just so people understand the background, we put in place a very well received Food Strategy. The GLA released its own, which is based on it, two days ago, so we are very happy with that. We are currently in discussions with the catering contractors who have absolutely embraced our benchmark standards and have been very, very positive about pushing beyond those. As we conclude those negotiations and finalise the contracts, we will be happy to bring you up to speed next year with where those opportunities are to push beyond. We are really quite confident about that.

[Jenny Jones AM advocated upgrading the benchmark standard for chicken from Red Tractor to Freedom Food. She referred to LOCOG claims that there was insufficient capacity to supply enough at this standard, and said that the RSPCA had stated that if LOCOG made a decision on the 31 tonnes of chicken by January 2011 there would be no problem with British farmers supplying it at Freedom Food standard.]

We have looked at this very, very carefully. I said that we will try to push beyond the benchmark. This is one area where we will try to push beyond the benchmark. We have looked at this very carefully and independently with experts too and, given the capacity that we require for a temporary event, to get the industry to gear up, short-term, for this, would result in a price at which people would not buy chicken. From our point of view, we are not prepared to take that operational risk on a scale of catering of this scale. We are always happy to meet with the RSPCA. It is the same standard that the GLA announced two days ago for its own foods standards for 2012.

LOCOG update November 2011

Offers are in from caterers and LOCOG is pleased with the extent to which aspirational standards are to be realised. This was a criterion in the procurement process and affected choices between bidders. Aspirational standards to be delivered include higher use of Freedom Food which can be achieved by the fuller utilisation of carcasses.

LOCOG will publish the percentage achievement of the aspirational standards in its post-Games report. LOCOG is keen to make this part of the message to future events.

Spectators will not be prevented from bringing in their own food, though no liquids will be allowed for security reasons – drinking water will be available inside the venues. This is one of the reasons LOCOG is keen to ensure affordability of the venue food offer, and is considering pre-ordering and pre-information about food – so that people are less likely to find it necessary to bring their own.

Recommendation 11

The GLA should set out (by June 2011) how and to what extent the live sites they will run expect to use and promote local and independent caterers and food producers.

GLA response

LiveNation's tender for the live site contract exemplified their commitment to sustainability, including the food offer at events. Since winning the tender Live Nation have been engaging with the GLA's Food Programme to explore how they can work towards delivering the food standards set

out in the Food Vision. They are very keen to make sure the food on offer is of the highest standard and are working with us to identify opportunities to promote local caterers and food producers.

We are also providing support to potential local suppliers by offering training to SMEs in the New Year and exploring opportunities to promote the Food Vision across other City Operations suppliers where appropriate.