



Sport for SUSTAINABLE Living

This chapter reviews VANOC's 2009-10 performance in the following areas:

- A Recreation and Sport Facilities
- B Collaborations with 2010 Legacies Now
- C Culture and Education
- D Living More Sustainably

OUR PATHWAY

To use sport, and growing athlete and public interest in living more sustainably, to inspire action on local and global sustainability challenges



At VANOC we worked to ensure sport and the Vancouver 2010 Olympic and Paralympic Winter Games would play a role in building human capital and enhancing the ability of individuals, communities and organizations to make healthier and more sustainable choices in the course of daily living.

Engaging Partners and Stakeholders

WHAT

Realize legacies from the sustainability program for the 2010 Winter Games

Use the Games spotlight to raise public awareness of sustainable living choices

WHO

Games partners, sponsors, spectators, athletes and officials, VANOC workforce and volunteers, 2010 Legacies Now, Board Advisory Committee on Sustainability Performance, environmental non-governmental organizations, sustainability practitioners, community-based sporting organizations, arts and cultural organizations, local governments

HOW

Consultations

Special collaborations and initiatives

Sustainability report-related engagement sessions

Sustainability-related communications and publications to support outreach and education

SUSTAINABILITY CONNECTION

Encouraging individuals and communities to take part in sport and physical activity can lead to many benefits, including enhanced personal and community health and greater community cohesion and interaction. This, in turn, can reduce health care costs and foster greater tolerance and acceptance of diversity. It can also increase the ability of individuals to overcome the obstacles they face in participating in economic and community life.





VANOC's Legacy

*We tackled the challenge of **demonstrating what sustainability means in a sport event context to build increased awareness about sustainable solutions for business, communities and individuals and encourage action on local and global sustainability challenges.***

Cummulative Highlights/Actions:

- 13 venues and two athlete villages designed for long-term community use by incorporating multi-purpose legacy features, green building standards and accessibility standards for persons with a disability
- Innovative communications tools:
 - *Sustainability Journey*, an animated video for multilingual audiences that provided a visual explanation of sustainability in a Games context
 - A portfolio of 50 Games-related stories that provided examples of "Sustainability in Action"
 - A carbon program animated video and web story, *Know, Reduce, Offset, Inspire: Building Carbon-Neutral Games*
- An initiative that prompted sustainability collaborations with sponsors, the Sustainability Star recognition program:
 - jury-recognized and highlighted innovations by Games partners, sponsors and VANOC that demonstrated positive and measurable social, economic and environmental impacts
 - included new physical infrastructure, products, services, approaches and other innovations that will endure in the Games region and beyond
- Sustainability awareness and training programs for 100 per cent of Games-time workforce
- Paralympic awareness programs to increase understanding of Paralympism and accessibility aimed at Games workforce and spectators
- Games-based "Do Your Part" activation opportunities for interested youth, athletes, spectators and members of the public
 - video storytelling contests
 - social media opportunities
- A collaboration with CODE Live, a web-based program that was part of the Cultural Olympiad, to advance sustainability engagement using digital technology in overlooked community spaces
- Established a new Centre for Sport and Sustainability within the School of Human Kinetics at the University of British Columbia, inspired by UBC's role as lead researcher for the IOC's Olympic Games Impact (OGI) reporting project
- 2010 Legacies Now — an entity established by the BC government — continues to support organizations working to advance social change and innovation
- Whistler 2010 Sport Legacies — Operates Games legacy venues with the goal of advancing high-performance sport development and recreational sport participation, in a way that ensures economic, environmental and social sustainability

A Recreation and Sport Facilities

In 2010, we hosted the world at 13 venues and two athletes' villages which each attained a minimum of a silver designation in Leadership in Energy and Environmental Design (LEED). These venues and villages are now legacies in their respective communities, designed to meet the needs of athletes competing in 2010, and the ongoing need for community-based recreational sport opportunities for persons with and without a disability. See Appendix D for a summary of the sustainability and legacy attributes of Games venues, villages and facilities, and how the venues are being operated now that the Games have concluded.

Legacy operations of the three major sporting venues constructed for our Games — the Richmond Olympic Oval, The Whistler Sliding Centre and Whistler Olympic/Paralympic Park — are partially supported by a Games Operating Trust (GOT). The GOT was established in 2003 by our two senior government partners, the Province of British Columbia and the Government of Canada, to support ongoing operating and capital maintenance costs of these unique facilities. Originally endowed with \$110 million, the fund value as of April 30, 2010 was \$107.3 million. During the 2009-10 reporting period, the board of directors of the 2010 Games Operating Trust Society distributed \$4.5 million from its legacy endowment fund to the owners and operators of these three venues to further contribute to operations and capital maintenance.



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B 2010 Legacies Now

Vancouver's bid to host the 2010 Games was inspired by the belief that Olympic and Paralympic Games can lead to new partnerships that benefit communities long after the Games are over. To create and capture those sustainable social legacies, 2010 Legacies Now was formed during the Vancouver bid process and is the first-ever legacy group to be in place before the start of a Games.

With a focus on sport and recreation, healthy living, accessibility, arts, literacy and volunteerism, 2010 Legacies Now has taken an innovative approach to leveraging the 2010 Winter Games, creating tangible legacies in more than 400 communities and neighbourhoods throughout BC. Working with the Province of British Columbia, corporations, foundations, other levels of governments and more than 4,000 community partners, it has developed programs and projects for BC youth, the arts, Aboriginal peoples, inner-city residents and persons with disabilities.

Examples include:

- 530,000 students in 1,400 schools leading healthier, more active lives thanks to Action Schools! BC, a program helping teachers incorporate daily physical activity and healthy eating lessons into classroom activities
- 200,000 people in over 100 communities, including children and youth, persons with a disability, seniors and Aboriginal youth, participating in community- and school-based sports funded by the BC Sport Participation Program
- 200 national and international sport events hosted in 34 communities thanks to funding from Hosting BC

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- 225 venues in 40 communities being showcased on HostingBC.ca to encourage sport teams and event organizers to train and compete in British Columbia
- 3,600 tourism businesses discovering how accessible they are for people with a disability through the Accessible Tourism program; this program also helps market BC as a premier travel destination for people with a disability
- 11,000 volunteers and 2,000 organizations using VolWeb.ca to fill volunteer positions
- 445 arts and cultural projects engaging people of all ages, thanks to funding from Arts Partners in Creative Development and other programs, including Catalyst and Innovations
- 16,000 young students experiencing new arts, sport and recreation activities at Explorations summer camps
- 1,300 high-performance athletes receiving support each year from Game Plan BC and other programs for coaching, training, competition, sport science and sport medicine
- 200 Aboriginal athletes participating in the First Nations Snowboard Team
- 101 task groups working with more than 1,000 partners to improve literacy in more than 400 neighbourhoods and communities throughout BC
- Three accessible playgrounds in Vancouver, Richmond and Whistler, enabling all children — including children with a disability — to play alongside their friends and families
- 125 Aboriginal organizations offering sport and healthy living programs for youth thanks to funding from the Aboriginal Youth Sport Legacy Fund

Visit 2010andBeyond.ca or 2010LegaciesNow.com to learn more.

Games-Time Activities

During the 2010 Winter Games, 2010 Legacies Now focused on showcasing the social legacies it created leading up to the Games. The organization hosted several events, including a 2010 Legacies Now transfer-of-knowledge session for Games bid and host cities. This session featured a presentation on the 2010 Legacies Now business model, and how future bid and host cities could adopt the model in their own regions. It also included an interactive, legacy-focused panel discussion with representatives from the IOC, the Province of British Columbia, VANOC and representatives from the Organizing Committee for London 2012. To read a case study on legacy creation commissioned by the IOC, visit 2010LegaciesNow.com.

Moving Beyond the Games

With the 2010 Winter Games complete, 2010 Legacies Now is turning its attention to the next chapter of its work in social legacies and is strategically transferring many of its current programs to partner organizations. These partners will ensure social legacy programs continue to create lasting community benefits into the future.

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2010 Legacies Now provides an innovative blueprint for how host cities can use the Games to drive important social change that benefits the host city and region. We look forward to collaborating with 2010 Legacies Now as we transfer knowledge between the two Games.

—Sir Keith Mills, deputy chairman, London Organising Committee for the Olympic and Paralympic Games

Moving forward, 2010 Legacies Now will focus on working with innovative non-profit organizations to achieve major social change in two areas: literacy and lifelong learning, and sport and healthy living. It will work with these organizations to significantly improve and expand their social reach by providing funding, business planning, strategic advice, mentorship and other support. In this way, 2010 Legacies Now will ensure positive and lasting social impacts continue for communities across British Columbia and Canada.

Whistler 2010 Sport Legacies

Since the Games ended, ownership and operations for three Whistler-based venues — Whistler Olympic Park, The Whistler Sliding Centre and the Whistler Athletes' Centre — has been assumed by the Whistler 2010 Sport Legacies (WSL2010), a not-for-profit society. The mission of WSL2010 is to operate these Games legacy venues with the goal of advancing high-performance sport development and recreational sport participation in a way that ensures economic, environmental and social sustainability.

Part of that positive legacy will be the ability to offer world-class facilities to adaptive and Paralympic athletes. The Whistler Adaptive Sports Programs (WASP) will be joining WSL2010 in sharing space at the Whistler Athletes' Centre, part of the Olympic and Paralympic Village Whistler; the post-Games plan is to convert much of this facility to staff housing.

The inclusive nature of WSL2010 is reflected not only in the facilities overall, but also in the design of its logo, which incorporates design elements common to the Four Host First Nations.

Facilities operated by WSL2010 will include 60 kilometres of cross-country ski trails, a biathlon range, ski jumps, a 1.4-kilometre track for bobsleigh and other sliding sports, and the Whistler Athletes' Centre. These facilities each contribute to the community's long-term vision as Whistler moves toward a more sustainable future. The development of sport along with programs for the next generation of Olympians and Paralympians, as well as the operation and maintenance of ski and sliding areas capable of hosting World Cup competitions, will continue to contribute to the economy of the region and support key strategic priorities in Whistler's community plan.



C Culture and Education

The Vancouver 2010 Cultural Olympiad was a series of three multi-disciplinary festivals and digital programs showcasing the best in Canadian and international arts and popular culture. Originally hosted in 2008 (the first time a Cultural Olympiad was hosted two years before the Games), the Cultural Olympiad grew progressively in scope and scale with each year. Through close partnerships with creative communities, an impressive showcase of Canadian and international talent was featured in a variety of music, dance, theatre, visual arts, film, outdoor and digital media experiences.

Cultural Olympiad 2010 delivered an Olympic and Paralympic arts festival of unprecedented scope and scale, attracting over 5.8 million spectators over 60 days at 60 venues, with 1,031 performances and 48 exhibitions by national and international artists across the full spectrum of performing, visual and media arts. There were also 43 outdoor art display spaces, including billboards, transit shelters and subway station walls. The Cultural Olympiad commissioned 28 world and Canadian premieres by leading national and international artists. This multidisciplinary festival of arts and popular culture, including CODE — the corresponding online and real-time digital component — presented a state-of-the-art program of high quality, innovative and culturally diverse programming featuring established and emerging artists from every province and territory in Canada, as well as 45 other countries.

DATES	# PERFORMANCES	# OF SPECTATORS
February 1 to March 21, 2008	300	170,000
February 1 to March 21, 2009	400	284,000
January 22 March 21, 2010	1,031	5,800,000

Cultural Olympiad's Digital Edition — CODE

In 2009, the Cultural Olympiad's digital edition (CODE) was launched. Our goal was to encourage audiences and artists to connect, create and collaborate through the innovative use of digital media and platforms, building capacity and providing a legacy at the same time.

In fall 2007, when CODE was originally conceptualized, the capabilities and breadth of social media in Canada and worldwide paled in comparison to what exists today. Only in 2010 during the crest of the Games — with immense public participation, international accolades and groundbreaking digital collaborations — did it become clear how wildly this digital experiment had succeeded.

Wearable art, interactive installations and human bodies in motion captured on film were among the final CODE projects. Canadians also contributed more than 10,000 images and text to Canada CODE, a user-generated online collaboration of photos, words and audiovisual remixes designed as a grassroots portrait of Canada. Some of their peace-themed images and text made it onto screens at the United Nations in New York.

Another program, CODE Live, created unique showcases for community-based digital works by engaging with W2 and other organizations in the Downtown Eastside community. One CODE Live project, Room to Make Your Peace, was an interactive installation located at the Vancouver Central Library, in which 10,000 visitors to the Games contributed their thoughts about peace, adding them to other messages that had been submitted online, and then released them skyward in a luminous public art collaboration.

Cultural Olympiad 2010 delivered an Olympic and Paralympic arts festival of unprecedented scope and scale.



D Living More Sustainably

In addition to creating a legacy of new and more sustainable buildings, we wanted the sustainability elements of the 2010 Winter Games to help create a human legacy — one in which people developed a greater understanding of sustainability and how their everyday actions make a difference, locally and globally. We continued to use the Games spotlight to help raise awareness of VANOC's sustainability program and to encourage more sustainable living through everyone we touched.

Public Engagement on Living More Sustainably

Working with limited financial resources, our sustainability team found creative ways to tell our story and encourage awareness and understanding of sustainability during the Games.

Pre-Games Activities

- Re-launched vancouver2010.com/sustainability, our Games-time web pages and communications tool, with easy-to-digest information about the sustainability attributes of the Games, including resources, fact sheets, videos and more than 50 stories on "Sustainability in Action"
- Compiled and distributed one final issue of the sustainability e-newsletter focusing on Games-related sustainability stories, distributed to over 18,000 subscribers
- Collaborated with Offsetters on the creation of an animated carbon video (posted to vancouver2010.com), to communicate and educate viewers and spectators on understanding the impact of each and every one of our carbon footprints and the opportunity to offset carbon emissions. The video was presented online and at sport venues on spectator screens.
- In collaboration with Games sponsor Offsetters, introduced a voluntary carbon offset program encouraging sponsors, partners and spectators to Do Their Part and take responsibility for their travel-related carbon emissions by purchasing offsets using an online calculator, or purchasing a carbon offset pin worth one tonne of carbon offsets
- Included sustainability messaging in all Games workforce training programs
- Included sustainability and waste messaging in the Olympic and Paralympic versions of the Vancouver 2010 official guide for spectators
- Provided sustainability training to more than 800 workforce members with Jet Set Sports, the Official Hospitality Service Provider of the Games

Games-Time Activities

- Sustainability volunteers were recruited as field experts for Games-time roles in delivering messaging and information and providing access to materials to media and broadcasters at the Main Media Centre in Vancouver
- Launched our 2008-09 sustainability report and snapshot on February 10, 2010
- Supported the launch of Coca-Cola's athlete engagement initiative at the athletes' villages in Vancouver and Whistler, with Clean Air Champions. Clean Air Champions is an NGO dedicated to improving air quality by working with respected athletes to motivate and educate Canadians to adopt practices and lifestyles that enhance both environmental and personal health. Twenty athlete ambassadors engaged athletes and officials from 52 different countries at both villages, providing sustainability information and gathering more than 320 pledges.
- In collaboration with Earth Day Network, an NGO dedicated to broadening and diversifying the environmental movement worldwide, developed and launched a series of public service announcements (PSAs) in which athletes discussed their individual commitments to living more sustainably. PSAs were displayed two or three times per day on giant screens at Games events.
- In collaboration with VANOC's Venue Management and Sport Production teams, used a variety of creative signage and messaging to encourage spectators to take responsibility for their waste. For more information see Chapter 2, Section E (Waste)
- Pitched sustainability stories to domestic and international media. Topics included: carbon management program, green/LEED multi-purpose venues, waste management, Lost and Found Claims Centre and Victory Bouquet contracts.
- Made numerous presentations on sustainability program highlights to Games partners, sponsors and observers from future Organizing Committees, bid cities and the IOC
- With UNEP, hosted a Games-time event recognizing individuals who made significant contributions to the Vancouver 2010 sustainability program.

In the aftermath of the Games, we hope our Vancouver 2010 experience will influence how the general public, the Olympic and Paralympic Movements, sport and other major event organizers incorporate sustainability into their lives, work and projects.

ACTION TRACKER

Culture and Education

GOALS FOR 2009-10

PROGRESS IN 2009-10

Continue highlighting innovative classroom projects and engage students and teachers from across Canada through /EDU, VANOC's online, interactive bilingual e-magazine and portal

/EDU engaged students and teachers in the pre-Games period and at Games time

Launch the 2010 Cultural Olympiad

Vancouver 2010 Cultural Olympiad took place from January 21 through March 21, 2010

Present a sustainability-related challenge by three athletes through the Canada CODE platform

Sustainability-related challenges launched on Canada CODE

Offer workshops to inner-city community groups for neighbourhood residents to contribute their photos and text to the Canada Code and Code Live projects

Completed

Living More Sustainably

Continue providing programming, such as the Vancouver 2010 Paralympic School Day program and Bon Voyage Sumi, to raise awareness of accessibility and Paralympism at schools and with the media

Continued to provide Paralympic outreach programs such as Bon Voyage Sumi and other public awareness initiatives

Finalize participation by BC schools in the 2010 Ticket to Inspiration program

Launched Vancouver 2010 Ticket to Inspiration program:

- 145 schools participated, with a total of 192 groups attending 15 events
- 30,000 tickets distributed
- Tickets were sold at a reduced price of \$5 each
- VANOC transportation grants were paid to schools that took buses, to help offset the costs of attending

Engage media and spectators by providing Paralympic demonstrations inside venues during the Paralympic Games

Paralympic sport demonstrations were held at all sport venues during the Paralympic Games

Launch a national youth story-telling video contest in collaboration with Panasonic, the United Nations Environment Programme (UNEP) and Environment Canada

Do Your Part national youth video contest launched in Q3 2009

Winning videos announced in February 2010 were

Grand Prize Winner

Don't Close Your Eyes

Jessie Mao, Markham, Ontario

Runner-Up Winners

Do Your Part

Siobhán Rempel, North Vancouver, British Columbia

Parkour Recycle

Carl-Eric Blanchet, North Vancouver, British Columbia

The Green Moment

Geneviève Demers, La Prairie, Quebec and

Samuel Jetté, Jonquière, Quebec

Recognize the contributions of individuals, partners and sponsors at a special event during Games time

In Q1 2010, VANOC, with the support of the District of North Vancouver, hosted members of UNEP, the federal environment minister, the BC environment minister and key sustainability stakeholders for a reception and recognition event.

Profile sustainability initiatives, innovations and legacies on vancouver2010.com and through Games-time communications and media relations

In Q3 2009, launched vancouver2010.com/sustainability; VANOC Sustainability team and volunteers worked proactively to ensure earned media coverage of sustainability initiatives

Launch the Vancouver 2010 Carbon Management Video and associated voluntary offset campaign aimed at Games spectators, partners and sponsors

Launched a carbon program animated video and web store, Know-Reduce-Offset-Inspire: Carbon-Neutral Games

Connect fans and spectators with sustainable lifestyle choices through *Do Your Part* video messaging at Games time in venues and Live Sites

Athlete public service announcements, signage and sustainability-related videos were played on giant screens on fields of play at Games sport venues