

## APPENDIX C

### Vancouver 2010 Sustainability Star Program

VANOC celebrates leading examples of innovation in sustainability with the Vancouver 2010 Sustainability Star program. The program recognizes initiatives by Games partners, sponsors and VANOC that demonstrate positive and measurable social, economic and environmental impacts.

To be awarded a Sustainability Star an innovation must: demonstrate two or more sustainability features (social, economic and/or environmental); be directly linked to the 2010 Winter Games; produce a measurable outcome; and be new to the Games region or the Games in general or significantly scaled up through the Vancouver 2010 Games. Unique collaborations may also be considered.

A Sustainability Star jury, comprised of government partners, corporate sponsors, external experts and VANOC representatives, evaluates all applications for eligibility. Conflict-of-interest rules require jurors to withdraw from discussions and votes regarding projects with which they have a relationship.

For many partners and sponsors, the Sustainability Star program helps raise awareness of ways to refine their approach to incorporating sustainability practices into their everyday business.

**Below is a complete list of Sustainability Star recipients:**

#### 2010 Legacies Now

2010 Legacies Now is a not-for-profit organization that is leveraging opportunities associated with hosting the Games in Vancouver to create social and economic benefits in British Columbia. The first organization of its kind, 2010 Legacies Now was created during the Vancouver 2010 bid phase and has worked with over 4,000 partners and 400 communities to create legacies in sport and recreation, physical activity and healthy living, arts, volunteerism, literacy and accessibility.

#### Atos Origin Carbon Reduction

Atos Origin helps VANOC achieve its carbon reduction goals through in a number of ways. Reducing energy needs, Atos Origin selects computers which use 50 per cent less electricity than previous models. Reducing emissions from travel, Atos Origin provides journalists remote access to onsite information, provides broadcasters remote commentator information in real time as well as deploys an online volunteer portal.

#### BC Hydrogen Highway

The BC Hydrogen Highway is an intra-government industry initiative showcasing hydrogen and fuel-cell technology such as fuel-cell vehicles, fuelling stations and demonstration sites. Collaboration exists between administrations in Whistler, Victoria and the Lower Mainland, and at Vancouver International Airport. Partners include the Province of British Columbia, Natural Resources Canada, the Resort Municipality of Whistler, the District of West Vancouver, Port Metro Vancouver, General Motors of Canada, BC Hydro and the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC).



It's extraordinary, the initiatives that we're seeing. What surprises me is the breadth of engagement in sustainability initiatives — all sparked by the Games.

—Michael Vance, general manager of policy and program development for the Resort Municipality of Whistler, Sustainability Star jury member.

#### BC Hydro: "Power the Games: Save Like a Champion" Outreach

BC Hydro's outreach team tours the province this year to show British Columbians how they can contribute to a green Games legacy. With the Save like a Champion program, BC Hydro is challenging 210,000 people to join Team Power Smart by 2010 to set and achieve a 10 per cent conservation target. If this challenge is met, the electricity saved would be equivalent to the amount of electricity required to power 27 days of competition at the 2010 Winter Games.

#### BC Hydro's Green Energy Innovations

BC Hydro's Green Energy Innovations project supplies clean power to the 2010 Winter Games, including hydroelectricity, to replace a significant number of diesel generators.

#### BC Ministry of Healthy Living and Sport: ActNow BC

ActNowBC is an integrated provincial health promotion strategy encouraging people to eat healthier foods and be more physically active, stop smoking and make healthy choices during pregnancy. The Province of British Columbia's goal is to be the healthiest jurisdiction to host an Olympic and Paralympic Winter Games.

#### Bell's Contribution to the Squamish Lil'wat Cultural Centre (SLCC)

Bell's \$3 million contribution to the Squamish Lil'wat Cultural Centre (SLCC) enabled a unique collaboration between the peoples of the Squamish and Lil'wat First Nations, and helped to create a lasting legacy for all the people of British Columbia.

## Bell's IP and Wireless Networks

Bell's IP and Wireless Networks created for the 2010 Winter Games have generated environmental, social and economic benefits for the region. The implementation of 285 km of fibre optics for the Games, in and between Vancouver and Whistler, has exceeded industry standards.

## Bell Vancouver Agreement Donation

As part of Bell's commitment to VANOC and the Games, Bell donated \$1.5 million to the Vancouver Agreement. Together with the federal, provincial and municipal governments, Bell's financial commitment has been dedicated to the economic revitalization of the Downtown Eastside.

## Birks & Mayors Sustainability Purchasing

Inspired by VANOC's Buy Smart Program, Birks developed and systematically deployed its own sustainability purchasing (ethical sourcing) program. Among the program's features is a Supplier Code of Conduct, which ensures safe and fair labour practices. Currently, all of Birks Vancouver 2010 merchandise is made in North America, the majority sourced and manufactured in Canada.

## Bombardier: Olympic Torch

Bombardier partnered with VANOC to design and manufacture an Olympic Torch with a minimal environmental footprint. Ninety per cent of the materials used in torch production, including the sheet molding compound, were selected for their recyclability. The combustion system minimizes greenhouse gas emissions and both the aluminum from the cylinders and remaining fuel will be recycled. The torch is designed and assembled in Canada.

## Buy Smart Sustainable Procurement: VANOC and 2010 Commerce Centre

The Buy Smart program, run by VANOC and the Province of British Columbia's 2010 Commerce Centre, uses the purchasing power of the Games to support ethical sourcing and enhance the social, environmental and economic performance of the Games and the Games supply chain.

## Canadian Pacific Locomotives

Canadian Pacific will be using 20 GE Evolution(R) Series locomotives to move Games equipment and goods by train. These locomotives emit 42 per cent fewer nitrogen oxides, and 67 per cent less particulate matter, than existing locomotives. The locomotives are equipped with automatic engine start/stop devices to help reduce carbon emissions. On average, each train reduces the associated emissions of approximately 280 trucks from our highways.

## Canadian Paralympic Committee and Petro-Canada: "It's The Real Deal" Paralympic Schools Program

This program is a free online resource for teachers. Designed by educators, for educators, it offers multimedia lessons, lesson plans and activities focused on the five core curriculum subjects at schools across Canada. This initiative provides Canadian students with an opportunity to learn more about the Paralympic Movement, athletes, sports and real life-challenges. Currently, more than 1,000 teachers across Canada are registered.

## Canadian Paralympic Committee and WorkSafeBC: Speaker Series

WorkSafeBC and the Canadian Paralympic Committee have partnered to create a regional speakers' program where athletes talk to students and community groups about their lives, injuries and what they've overcome to become world-class athletes. These speakers offer their advice to workers who may consider themselves too vulnerable or inexperienced to demand changes at unsafe workplaces.

## City of Vancouver: Host City Transportation Plan

The City of Vancouver's Host City Transportation Plan was developed to ensure sustainable and efficient transportation for residents, businesses, visitors and Olympic operations during the 2010 Winter Games. The plan includes dedicated pedestrian corridors, temporary secure bike parking, Olympic lanes and free streetcar transportation between Granville Island and the Canada Line Olympic Village Station.

## City of Vancouver: LiveCity Yaletown

The City of Vancouver's David Lam Park Live Site (known as LiveCity Yaletown) will be using 100,000 square feet of 100-per-cent recycled tires for ground covering, a more sustainable choice than conventional concrete, asphalt or brick. After the Games, the rubber pavers will be reused for other projects in the city; they are produced by an Alberta company that recycles over six million passenger car tires annually from BC, the Yukon and Alberta.

## City of Vancouver: Southeast False Creek Neighbourhood Energy Utility (SEFC NEU)

The NEU is a community energy system that will supply space heat and domestic hot water to all of Southeast False Creek greenhouse gas emissions will be reduced by more than 50 per cent by using sewage heat recovery and distributed solar energy. Residents will enjoy rate stability that outperforms conventional options. The NEU meets green building requirements for Southeast False Creek and is more cost effective compared to the use of distributed standalone green energy options.

## City of Vancouver and Bombardier: The Olympic Line

A 60-day demonstration streetcar project will connect Granville Island and the new Canada Line's Olympic Village Station. The Olympic Line will be free to all riders during the Games. The demonstration is an opportunity to showcase the City of Vancouver's vision for the downtown streetcar, to inform the public and visitors and to generate interest and excitement from the business community and other future partners.

### City of Vancouver and Millennium: Net Zero Building

The highest performing building at the Olympic and Paralympic Village Vancouver is the Net Zero Building, a 64-unit affordable housing block available to seniors after the 2010 Winter Games. On an annual basis, the building produces as much energy as it consumes through a significant reduction of energy loads coupled with an offsetting program that relies on renewable energy technologies and advanced energy systems.

### City of Vancouver and VANOC: Venues and Training Facilities

In partnership with VANOC, the City of Vancouver has built three new Olympic and Paralympic Games sport venues (the Vancouver Olympic/Paralympic Centre, Trout Lake Centre and Killarney Centre) and renovated two aging facilities (Pacific Coliseum and Britannia Centre) for the Games. All facilities have been designed with community and barrier-free legacies as key priorities, and are built to a minimum of Leadership in Energy and Environmental Design (LEED) Silver.

### Coca-Cola's Carbon Footprint and Offset Program

Coca-Cola's carbon footprint and offset program for the Games is a comprehensive initiative focused on smart transportation planning for the Olympic Torch Relay, the use of hybrid vehicles and energy efficient cold-drink equipment, and outfitting staff with uniforms made from recycled polyethylene terephthalate (PET) bottles, a type of plastic. Remaining emissions will be offset through recognized international Gold standard projects.

### Coca-Cola's Sogo Active

Coca-Cola's Sogo Active is a national "active living" program that will award over 1,000 torchbearer spots in the 2010 Olympic Torch Relay to teenagers who demonstrate a commitment to adopting an active lifestyle. The \$5 million, five-year initiative is new to the Games and involves unique partners such as ParticipACTION and various experts across the country.

### Coca-Cola's Waste Diversion Program

Coca-Cola's waste diversion program — a significant commitment by a worldwide partner for the Games, will ensure 95 per cent of waste materials will be diverted from landfill during the 2010 Winter Games. Recyclables, including shrink wrap and cardboard trays, will be returned to a recycling centre in Richmond, British Columbia, and 100 per cent of the plastic, single-serve beverage bottles consumed in Games venues will be collected and recycled.

### Deloitte Assurance Readiness and Supplier Code of Conduct

Deloitte adapted an accountability framework for conducting third-party assurance on a project entity. The firm developed this assurance structure for VANOC's customized performance measures, such as metrics for Aboriginal participation, which are specific to the Games project and not part of Global Reporting Initiative (GRI) guidelines. Deloitte also designed an assessment program to evaluate the performance of VANOC's suppliers against VANOC's Supplier Code of Conduct.

### Dow Canada Insulation Products

Dow Canada is helping VANOC achieve its goal of hosting carbon-neutral Games by providing energy efficient insulation materials. Dow's products provide leading economic and environmental benefits, which include long-term energy conservation and cost savings as well as optimal ice and indoor environments for athletes and spectators.

### Government of Canada: 2010 Green Toolkit

The toolkit is an online resource for greening federal government operations in the Pacific Region and to leverage the 2010 Winter Games to accelerate green federal operations at Games time and beyond. It includes: existing green policies, green guides and best practices, guidance on how to promote sustainability in the workplace and how to implement these changes. Topics include: green procurement, zero waste, green meetings and green commuting. The toolkit has already been used by 45 federal departments and is available to 260,000 federal employees in both English and French.

### Government of Canada, Province of BC, City of Vancouver and Vancouver Airport Authority: The Canada Line

The Canada Line brings rapid rail service from Downtown Vancouver to the City of Richmond and the Vancouver International Airport, adding 19 kilometres to the region's rapid transit network, including 16 new stations. The timing for the Canada Line will benefit visitors — both for the Games and in the long term — by providing a sustainable transportation alternative to carbon-intensive travel.

### Homeless Partnering Strategy Funding for RONA Vancouver 2010 Fabrication Shop Participant Housing

The Homelessness Partnering Strategy (part of Human Resources and Skills Development Canada) has developed a pilot project using a new multi-department funding stream which supports the housing needs of RONA Vancouver 2010 Fabrication Shop training participants. This initiative is new to the Games and involves a unique partnership addressing supportive housing alongside job-skills training.

### Jet Set Sports: Sustainable Hospitality Services

Jet Set Sports' sustainability program for its Games-time hospitality services includes sustainable sourcing, sustainable operations and social legacies. Uniforms, printed material and gifting are all sustainably sourced, inspired by VANOC's Buy Smart framework. Jet Set Sports is contributing \$1 million to VANOC's Celebrate 2010 donated ticket program and is hiring over 400 staff from the Vancouver region. Athletes and members of the VANOC workforce will be educating and inspiring the Jet Set Sport staff and guests to reduce and offset their carbon footprints.

## LEED® Business Case

VANOC, Environment Canada, Industry Canada and Canada Mortgage and Housing Corporation (CMHC) commissioned independent researchers Busby Perkins+Will and Stantec to conduct a LEED® Business Case for Vancouver Olympic/Paralympic Centre (the Games curling venue) and for future venues.

## LiveSmart BC

LiveSmart BC is the Province of British Columbia's action plan for climate change, which aims to inspire residents to make carbon-smart choices at home, at work, on the road and in their communities.

## McDonald's: Waste Diversion

Supporting VANOC's goal to divert 85 per cent of Games-time waste from landfill, McDonald's is committed to providing source separation of organics, waste and recyclables at its Games-time restaurant locations. The venue restaurants will be outfitted with energy-efficient lighting and equipment that will be reused at other locations after the Games. Ninety per cent of McDonald's packaging is made from renewable resources.

## Millennium and City of Vancouver: Community Benefits Agreement (CBA)

The CBA was created to ensure that residents of Vancouver's inner city share in the economic benefits associated with the development of the Southeast False Creek neighbourhood. One hundred jobs at Millennium Water and nearby sites were created for Vancouver's inner-city residents, \$750,000 was allocated for training and employment support and \$15 million was allocated for inner-city businesses' procurement opportunities.

## Millennium: Olympic and Paralympic Village Vancouver

Millennium is the company responsible for developing the Olympic and Paralympic Village Vancouver, aimed to certify under the new LEED for Neighbourhood Development pilot to LEED Gold certification. Situated in a restored former industrial site on False Creek in downtown Vancouver, the village will be the first phase of a model sustainable community known as Southeast False Creek. This project will transform a former brownfield site into a showcase of sustainable living.

## Molson Coors Vancouver Brewery

Molson Coors has significantly increased its sustainability efforts and set targets for energy- and water-efficiency improvements at its Vancouver brewery. New initiatives include a partnership with BC Hydro to undertake a major energy efficiency upgrade; water capture and reuse projects; and a partnership with another Games sponsor, Offsetters, to assess the carbon footprint of the Vancouver brewery (which is now generating 50 per cent fewer GHG emissions than the company average).

## Nortel\* and Bell's IP network

Nortel's IP network equipment that Bell is deploying for the 2010 Winter Games offers low energy consumption, safe disposal at the end of a product's life and the efficient use of resources. The VANOC network will be the first-ever Games all-IP converged network involving less equipment to deliver equivalent or superior performance. Nortel also employs a best-practice e-waste program, which ensures that the majority of equipment used during the Games will be reused, with less than two per cent entering conventional waste disposal streams.

## Nortel\* and VANOC's Online Education Program (/EDU)

Nortel and VANOC's online education program (/EDU) have partnered to launch LearnIT — a toolkit to help teachers integrate the latest technology, such as rich audio and video content, in classrooms across Canada.

## Offsetters and VANOC: Carbon Partner Program and Project Blue Sky

Offsetters and VANOC have created the 'Carbon Partner Program' (CPP), in which VANOC sponsors and partners have the opportunity to reduce their environmental impact during the 2010 Winter Games by measuring, reducing and offsetting their greenhouse gas emissions. In addition, Offsetters, Olympic athletes, VANOC and the Centre for Digital Media have created Project Blue Sky (PBS) to raise awareness about climate change. A digital platform connects users with their favourite athletes and tracks their carbon emissions reduced by logging activities such as biking, walking or taking transit.

## Olympic and Paralympic Village Whistler

The Olympic and Paralympic Village Whistler, managed by a wholly-owned subsidiary of the Resort Municipality of Whistler, is being built under the new LEED system for neighbourhoods. Among its many attributes, the village includes affordable housing, an innovative energy system and storm water management.

## Panasonic: Video Contest, Offsetting and Eco-Ideas Exhibit

Panasonic will be co-sponsoring a youth digital video contest, offsetting its 2010 Winter Games carbon footprint and creating an "Eco-Ideas" exhibit at the Games that communicates sustainability initiatives. Specifically, Panasonic will offset the 416 tonnes of carbon emissions it expects to generate from its Games-time operations. As part of its contribution to LiveCity Yaletown at David Lam Park, Panasonic is setting up three interactive stations (an Eco-Quiz, an Eco-Activity Stand and an Eco-Globe) to profile VANOC/Panasonic sustainability initiatives and engage Games enthusiasts.

\* Please note that Nortel is now Avaya Inc. (Avaya).

## Petro-Canada: Aboriginal Art and Community Engagement

As part of its Aboriginal Art and Community Engagement Initiatives, Petro-Canada commissioned Squamish Aboriginal artist Klatle-Bhi to carve a 25-foot totem pole as a legacy to the 2010 Winter Games. Showcasing Aboriginal culture, Petro-Canada has contributed to a feature at the Vancouver International Children's Festival, a ceremonial blessing at the 2010 Aboriginal Pavilion, storytelling at Petro-Canada's Athlete Family and Hospitality Programs, and the production of an educational video for schools.

## Province of British Columbia: International Media Centre

The Province of BC's sustainability strategy for this venue includes: a paperless press release distribution system which saves an estimated 1.5 metric tonnes of paper; an on-site, multi-stream waste management system which aims to divert 85 per cent of waste from landfill; and 1,500 media bags made from street banners formerly on display in the city.

## Province of Manitoba: CentrePlace

CentrePlace is the Province of Manitoba's sustainable pavilion; located at the LiveCity Downtown celebration site, it will promote tourism, economic development, trade and immigration. The facility will also showcase Manitoba's leadership in battling climate change — and its goal is to be a carbon-neutral facility. The temporary structure has a translucent skin that is 100 per cent recyclable, while its roof and floor are made of sustainably-managed forests products. Underscoring its commitment to sustainability, the province is also planning to offset its 2010 Winter Games carbon footprint.

## Purolator: Quicksider

The Quicksider is a battery-operated electric delivery vehicle — a first-of-its-kind for Canada's courier industry. The vehicle will reduce greenhouse gas emissions by approximately 99 per cent compared to a conventional curbside delivery vehicle. Purolator's Quicksider supports VANOC's commitment to minimize the 2010 Winter Games carbon footprint. Through the Games period, Purolator will be tracking Quicksider-related measureable outcomes, as far as kilometres driven and greenhouse gas emissions saved.

## RBC's Sustainability Business Development

RBC's Sustainability Business Development series facilitates competitive bids for 2010 Winter Games business opportunities, incorporating price, quality and sustainability attributes. The program includes the "Demystifying the RFP Bid Process" workshop, RBC 2010 Legacies Now Speakers Series, and a 2010 Business Guide, created with the 2010 Commerce Centre.

## Richmond Olympic Oval

The Richmond Olympic Oval, built by the City of Richmond with help from the Government of Canada and the Province of British Columbia, is best known for its one-of-a-kind "wave" roof made from pine beetle-salvaged wood. The multi-purpose centre for sport, recreation, health and fitness and meetings qualifies for LEED Silver building certification.

## Ricoh's Specialized Applications

Ricoh's specialized applications for output devices (print, fax and copy) provide the economic and environmental benefits of reducing paper and energy consumption. These applications are new to the Games, have involved unique partners such as PrintAudit and DigitalStorefront and will be used on an unprecedented scale during the 2010 Winter Games.

## RONA Vancouver 2010 Fabrication (Fab) Shop

RONA and VANOC have partnered with community organizations to establish the RONA Vancouver 2010 Fabrication (Fab) Shop in downtown Vancouver, where small wooden products are being built for Games venues. The shop also has a 30-week community-based carpentry training workshop and a paid work-experience program for 64 individuals faced with challenges entering the workforce. Trainees are recruited from Aboriginal peoples, inner-city residents, youth at risk, women at risk and new immigrants.

## Sleep Country Canada: Mattress Donation

Sleep Country will be supplying beds for both villages during the 2010 Winter Games. After the Games, the company will donate all the mattresses, box springs and frames (approximately 5,000 sets) to charitable organizations throughout Sleep Country's 15-region chain. This initiative diverts waste from landfill and provides for communities in need.

## Teck: Going for Gold

Teck's web-based Going for Gold program engages employees with Olympic and Paralympic ideals through positive action at home and at work in the areas of safety, volunteerism, health and wellness, community sustainability, innovation and productivity. Over 1,700 employees have participated in the challenge.

## Teck: Metals for the Medals

Teck and the Royal Canadian Mint have collaborated to ensure the Vancouver 2010 Olympic and Paralympic medals contain recovered metal from electronic waste (also known as e-waste). Vancouver 2010 gold medals contain 1.52 per cent gold; silver medals contain 0.122 per cent silver; and the copper medals contain 1.11 per cent copper. Recovering electronic waste and diverting it from landfill mitigates the hazardous effect it has on our natural environment.

## Transport Canada "Green" Vehicles

Transport Canada is deploying a number of advanced "green" vehicles that will be used by the department's safety and security inspectors working to support the 2010 Winter Games. On-road performance data gathered from this project will help assess whether emerging vehicle technologies can help build a cleaner transportation system for Canadians.

## Vancouver 2010 Aboriginal Licensing and Merchandising Program

The Vancouver 2010 Aboriginal Licensing and Merchandising Program marks the first time an Organizing Committee has partnered with indigenous people to create an official licensed merchandising program. One-third of the royalties from the sale of these products will go toward the Aboriginal Youth Legacy Fund, which will support education, sport and cultural initiatives for Aboriginal youth across Canada beyond 2010.

### Vancouver 2010 Olympic Torch Relay: Footprint Reduction

VANOC has risen to the challenge of making the Vancouver 2010 Olympic Torch Relay more sustainable by reducing the resources, emissions and waste footprint of the Torch Relay in simple but impactful ways. These initiatives include taking advantage of economies of scale for accommodation and transportation for the planning teams as well as recycling solutions for the torch.

### VANOC: Asset Donation Program

A portion of the assets VANOC will take possession of in the post-Games period will be dispersed through a community donation program that supports VANOC and facilitates the donation of assets to individuals and groups from VANOC's priority populations. It also contributes to the creation of a Games-time legacy project by supporting the development of an inner-city social enterprise that provides training and employment to individuals with barriers to employment.

### VANOC: Barrier-Free Guidelines

VANOC's barrier-free guidelines support social inclusion, both at Games time and after the Games. By increasing the accessibility of the venues and villages, the Games region is made more attractive to visitors, athletes, recreationists, residents and workers.

### VANOC: Park and Ride Systems

VANOC's transportation planning includes a technology tool that will direct event attendees to their Departure Hub based on ticket purchases. Click and Park/Click and Ride system reduce event-related traffic congestion and greenhouse gas emissions, eases community impacts and creates economic efficiencies.

### VANOC: Sustainability Management and Reporting System

VANOC's sustainability management and reporting system provides a corporate roadmap and series of performance reports to help the Organizing Committee's workforce and stakeholders plan, implement and assess environmental, social and economic performance for great Games with positive legacies.

### VANOC: The Whistler Sliding Centre

VANOC's planning, construction and legacy arrangement for The Whistler Sliding Centre creates numerous benefits, including: a minimal environmental footprint, an energy efficient venue design, waste heat reuse from the refrigeration plant, targeting LEED Silver green building certification, wood waste reuse and a sport and tourism legacy.

### VANOC and the Four Host First Nations (FHFN) Protocol

VANOC and the Four Host First Nations (FHFN) signed an historic Protocol on November 30, 2005, defining the relationship and commitment to work in partnership to achieve successful 2010 Olympic and Paralympic Winter Games.

### VANOC and the Resort Municipality of Whistler (RMOW): Whistler Olympic Park

VANOC's planning and construction, paired with the Resort Municipality of Whistler's legacy use of the Whistler Olympic Park venue, creates numerous benefits, including: reducing the site's environmental footprint; reusing wood waste; issuing contracts to Aboriginal companies; protecting local surface water through high-quality wastewater treatment; creating a sport and recreation legacy; and targeting LEED Silver green building certification.