

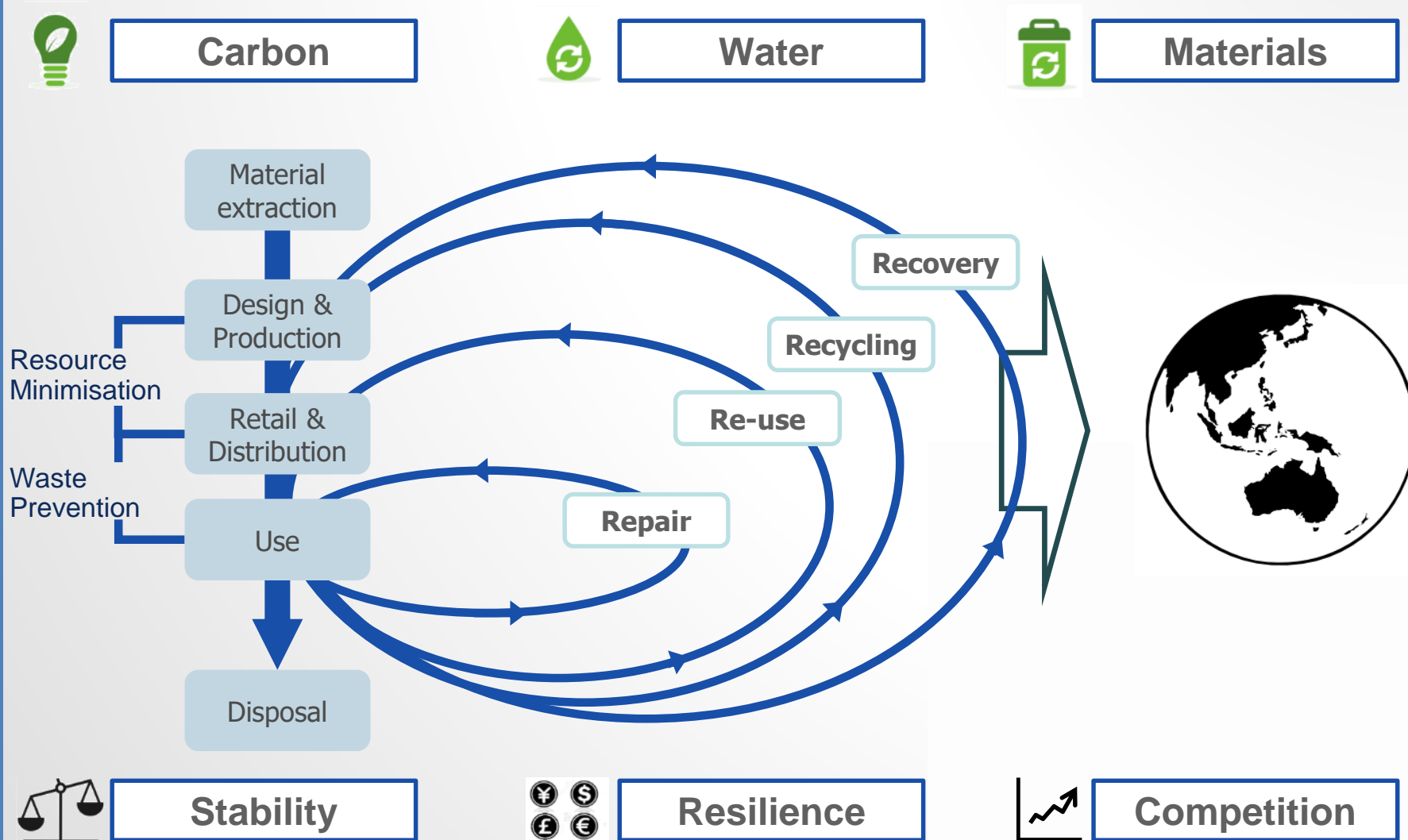
The background of the slide features a light gray map of Asia, with Japan and surrounding regions clearly visible. In the bottom right corner, there is a stylized graphic of a globe with latitude and longitude lines, partially obscured by the map. The slide is framed by a dark blue vertical bar on the left and a dark blue horizontal bar at the bottom.

CREATING TOKYO 2020: BUILDING ON LONDON 2012 HARNESSING THE COMMUNITY EXPERIENCE

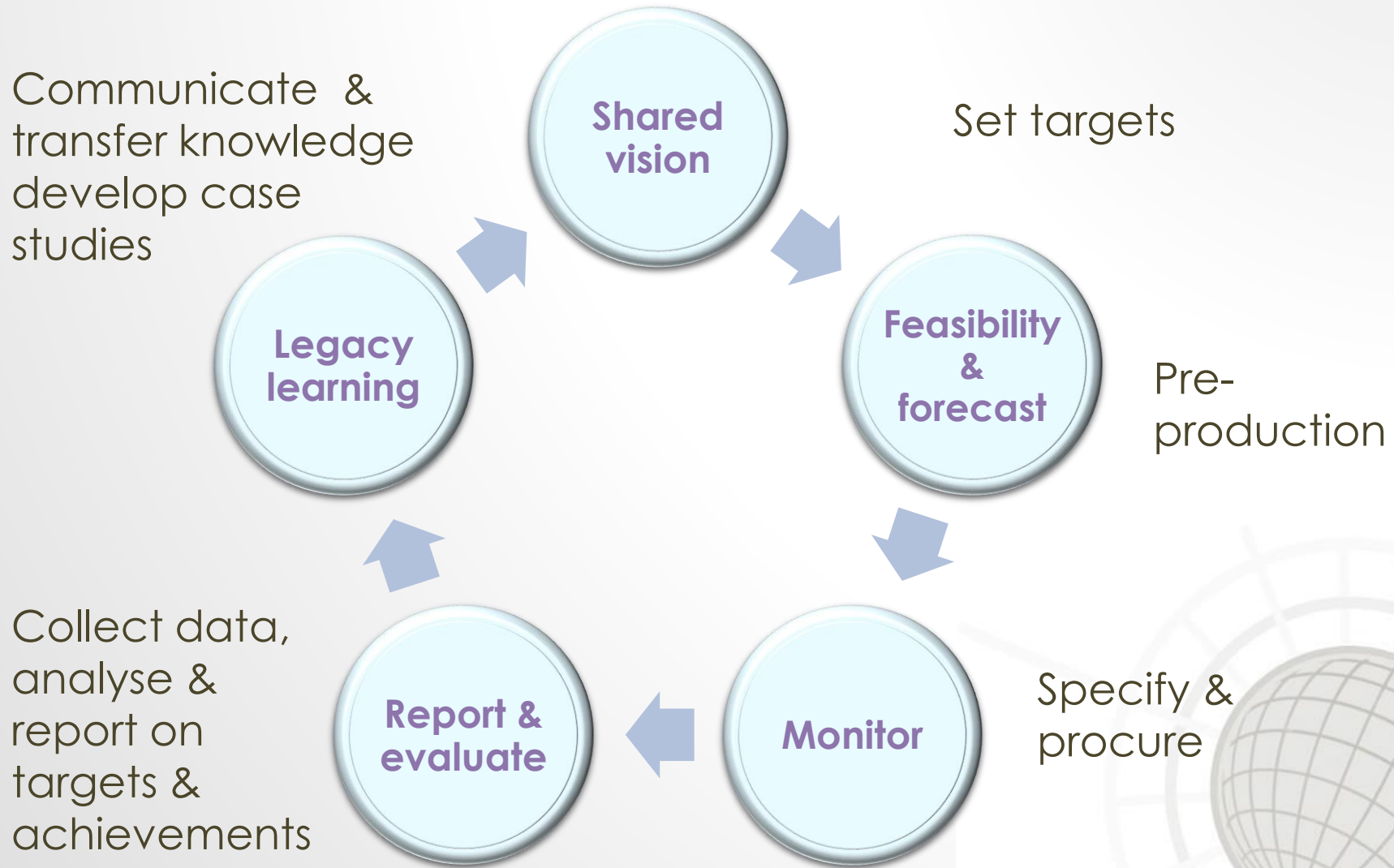
PRESENTATION TO GENKI-NET, NGO AND NPO BODIES
12TH AUGUST 2015

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Sustainable Global Resources
United Kingdom

A CIRCULAR ECONOMY APPROACH

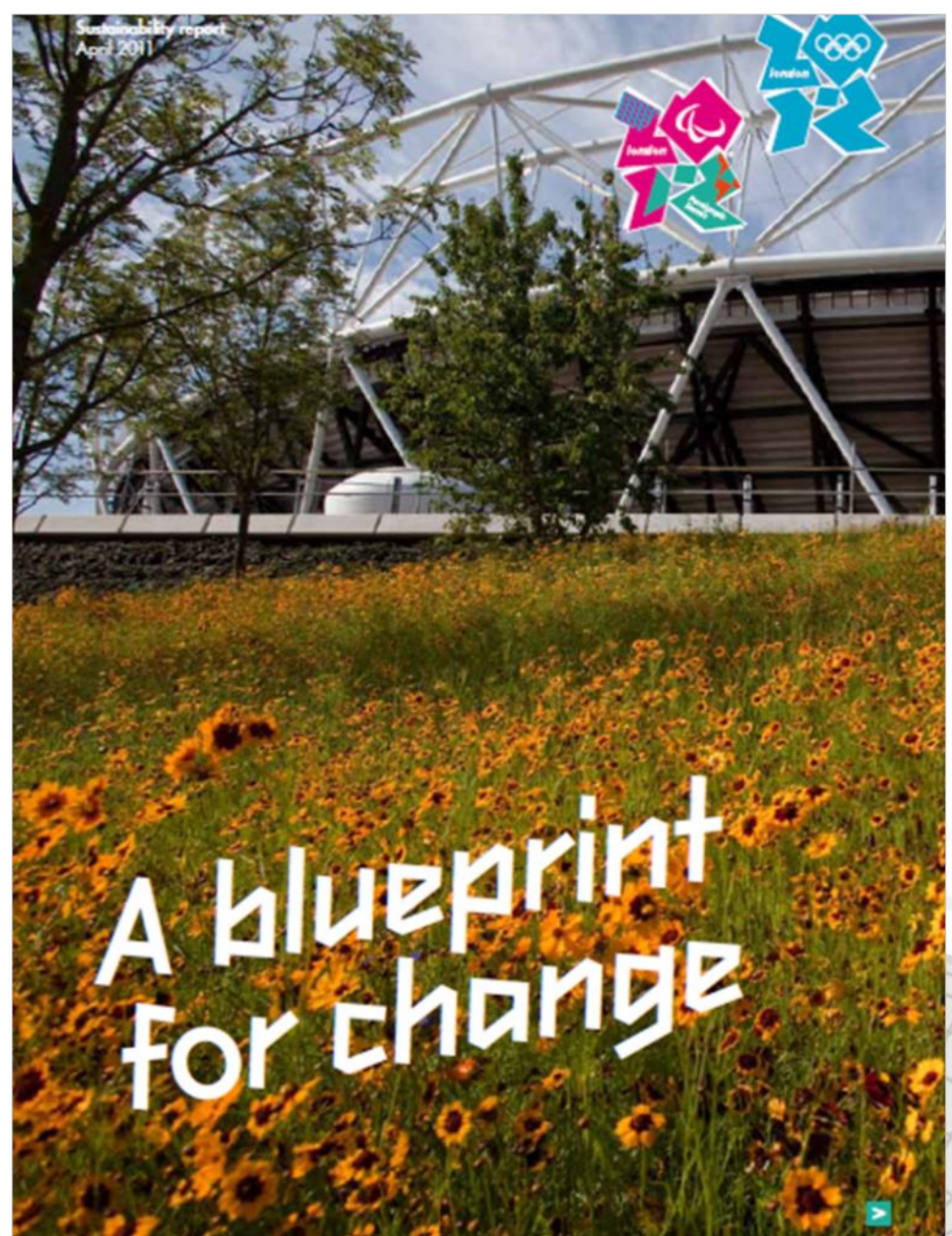


EVENT LIFE CYCLE



LONDON 2012

Background &
experience



INTEGRATING SUSTAINABILITY

Four key aims for integrating sustainable development management into the procurement process:

1. Minimising negative impacts of products and/or services
2. Minimising demand for resources
3. Minimising the negative impacts of the supply chain itself, in particular the social aspects
4. Ensuring that fair contract terms are applied and respected.



LONDON 2012

Construction



TRANSFORMING THE AREA



2006



2012



2008



2014

LONDON 2012

Materials & Resources



‘ZERO WASTE GAMES’

LOCOG Commitment:

- Responsible for overall planning, coordination & delivery of Games-time operations.
- Minimum of 70% operational waste arising during Games.
- 77 day Games time (June to Sept).
- Open venues vs Closed venues.
- Over 100 venues across the UK.

EVENT MATERIALS

What:

- Construction
- Temporary materials & overlay
- Marketing & collateral
- Catering & packaging
- Other e.g. hazardous



Who:

- Workforce
- Spectators
- Participants
- Admin & media



Where:

- Front of house
- Back of house (behind the scenes)
- Outside controlled areas

Why:

- cost savings,
- potential income,
- corporate social responsibility
- legal obligations

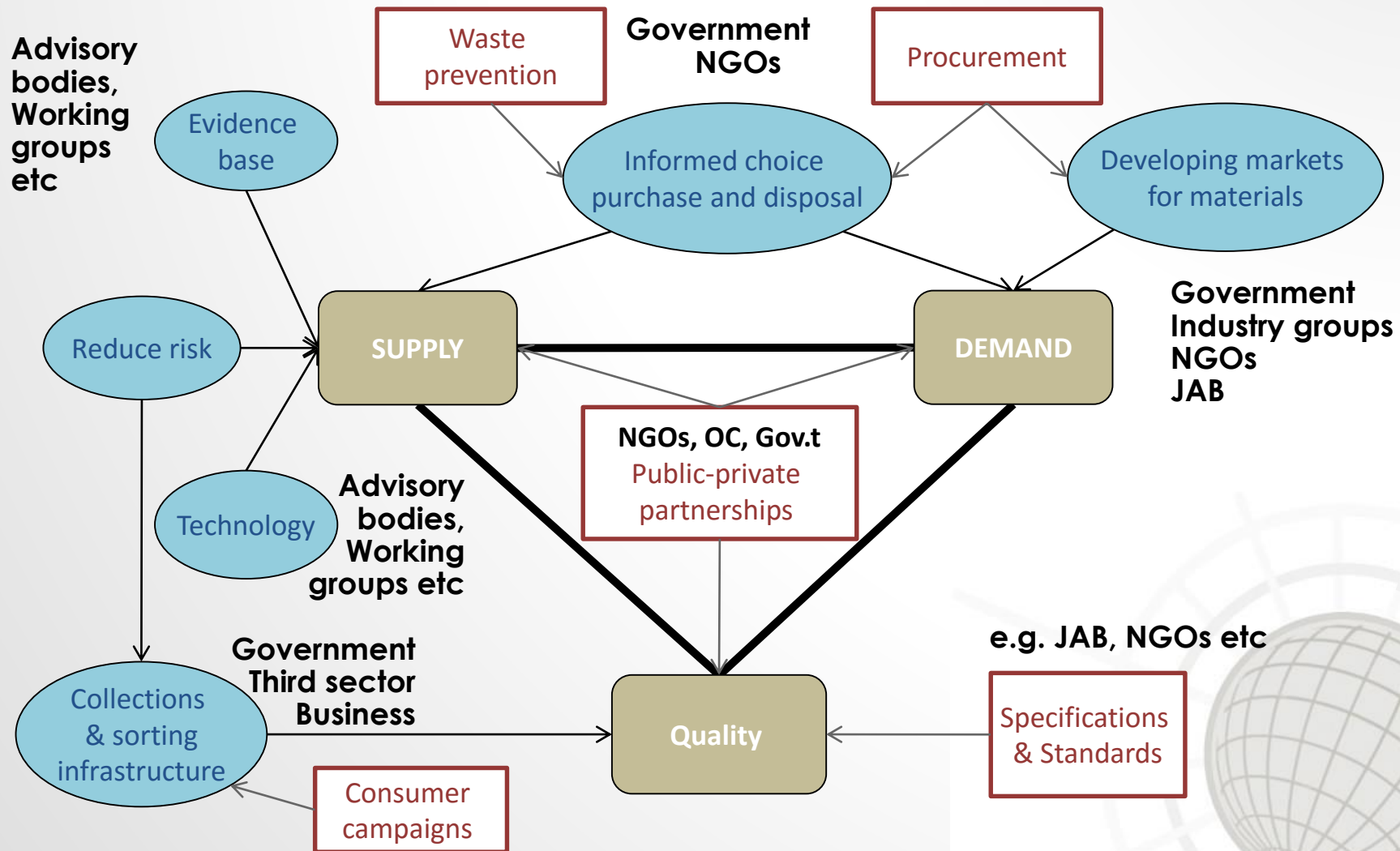
ENVIRONMENTAL IMPACT OF MATERIAL WASTE



HIDDEN COSTS & OPPORTUNITIES



NGOs, OC & GOVERNMENT



STAKEHOLDER CONSULTATION

LOCOG set up a wide variety of advisory groups and committees addressing different aspects of sustainability:

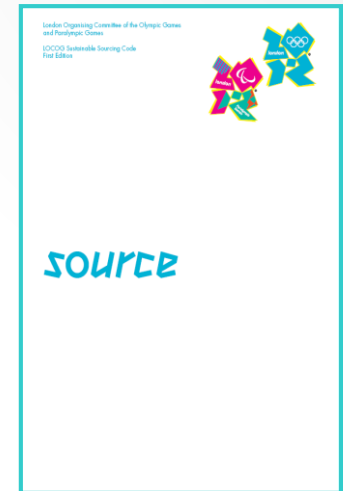
- Biodiversity
- Water quality
- Demolition & remediation
- Construction
- Temporary materials
- Sourcing
- Food
- Packaging etc.



OPPORTUNITIES FOR SUPPLIERS

London 2012 was successful in sending signals about sustainability requirements to the marketplace, enabling companies to respond when procurement started.

- One supplier said: *'The Olympics [..] provided us with the perfect opportunity to commercially justify some step changing process innovations.'*
- Another said: *'we already had very stretching targets with regards to sustainability... the Olympics allowed us to reap the benefits of this approach as we were able to work with a like-minded organisation with the same goals.'*



SUSTAINABLE SOURCING QUESTIONS

Where does it come from?

Who made it?

What is it made of?

What is it wrapped in?

What will happen to it afterwards?



LONDON2012 WASTE LEGACY

- **Zero Waste Events 2020 vision**
- WRAP Event Resource Management Plan tool
- Zero Waste 'how to' guide
- Reports and case studies:
 - recycled content
 - compostable packaging
 - Games waste
 - communications
 - re-use
 - torch relay
 - packaging



3-STREAM WASTE SYSTEM

- Established 3-stream colour coded waste system

Food and compostables

- orange

Recyclable materials

- green

Unrecyclable waste

- black

Applied in all areas



RECYCLING COMMUNICATIONS

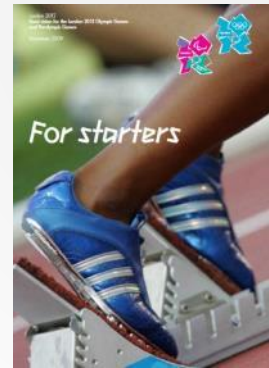
- Recycling communications strategy developed in partnership with WRAP
- Developed bespoke icon and colour based scheme
- 'On pack' messaging aligned with bins
- Ensuring consistency and ease of use
- Promoted to workforce, athletes, spectators
- Linked to national campaign



FOOD VISION

Five main themes:

- Food safety and hygiene
- Choice and balance – including a diverse, high quality, value for money and accessible range of food and beverage catering for all dietary and cultural requirements.
- Food sourcing and supply chain
- Environmental management
- Skills and education - not simply short-term initiatives but rather kick-start the legacy of London 2012 by seeking to develop the catering and hospitality industry as a whole.



Benchmark standard

All food must achieve this standard or a demonstrable equivalent and comply with the LOCOG Sustainable Sourcing Code

Aspirational standards

As many of these standards should be achieved, or a demonstrable equivalent where food is available and affordable

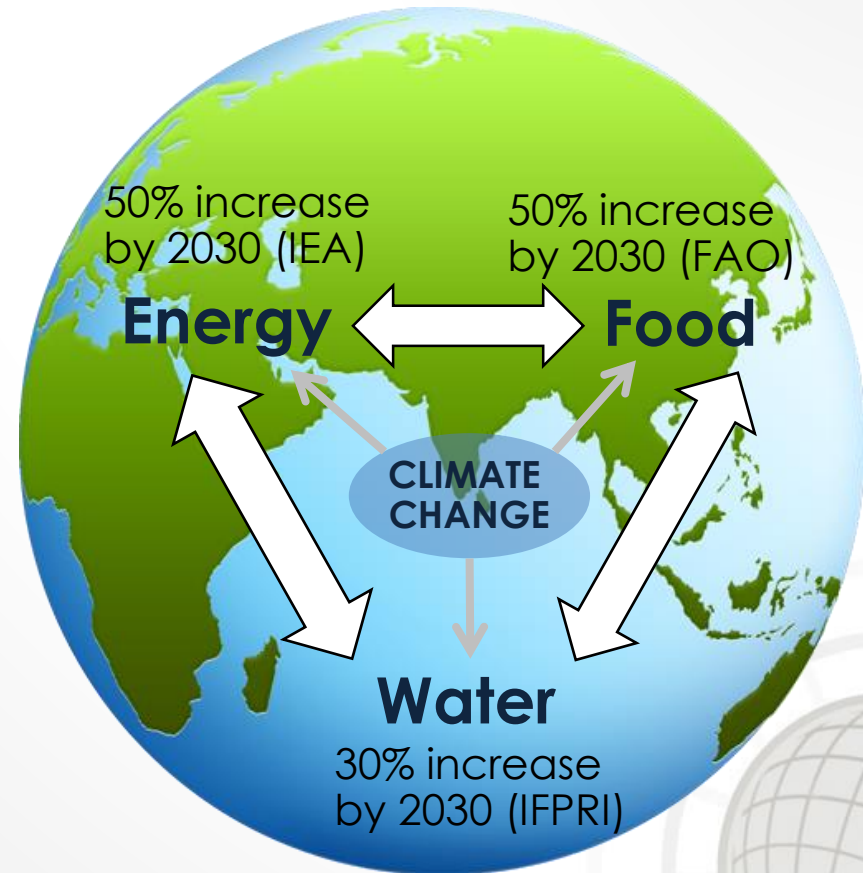
E.g. Plant-based produce (fruit, vegetables, salads, cereals)

- Red Tractor Assured, UK Grade 1 or 2 (where Grade 2 relates only to appearance). Where available, British, seasonal and of high quality, fit for purpose and free from damage or spoilage.
- Where products are not available from the UK, and not available under the Red Tractor Assurance Scheme, they will need to be fully traceable.
- Bananas, tea, coffee and sugar to be Fairtrade.

- LEAF Marque certified
- Organic
- Products that are ethically traded/sourced (including Fairtrade certified and/or Rainforest Alliance certified)
- GLOBALGAP certified or comparable standard

IMPACT OF FOOD WASTE

- One third of food waste is wasted
- 1.3 billion tonnes (UN FAO)
- 1 in 4 calories wasted globally (WRI/UNEP)



ENGAGING LOCAL COMMUNITY

- Encouraged participation from local businesses e.g. greening the Games
 - 70% of LOCOG suppliers were SME's contributing 26% by value of programme
- Educational
- Redevelopment



EMPLOYMENT & VOLUNTEERS

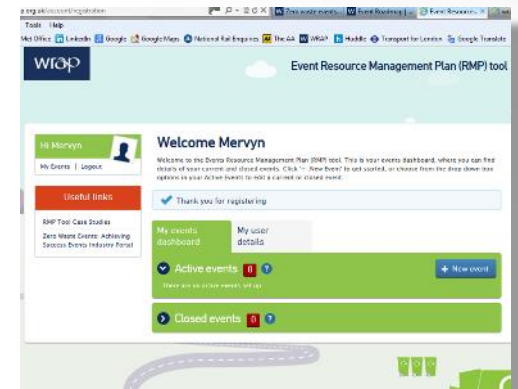


At the peak of the Games workforce, 39% of staff directly employed by LOCOG had been unemployed prior to their recruitment, and 34 % of contractors newly employed for the Games were unemployed.

- 23.5% of staff directly employed by LOCOG were resident in one of the 6 Host Boroughs (59% resident in Greater London).
- 21% of contractors employed for Games-time roles were resident in one of the six Host Boroughs (49% resident in Greater London).

TORCH RELAY

- 10 weeks
- 64 local authorities
- 268 tonnes of in-convoy waste
- 13 tonnes celebration events (x9) waste
- Recycling rates 50-88%
- RMP tool helped forecast & planning of waste and end uses
- Reuse - the end destination of items ranged from internal re-use through to donations to the third sector



TRANSPORT

- Improving provision
- Improving access
- Reducing local emissions
- Healthier lifestyles



CRITICAL SUCCESS FACTORS

- Set objectives for minimising and managing waste
- Collection - separate food (wet) waste and recycling wherever possible
- Food catering & packaging systems
- Fully integrated communications package - icon and colour-based
- Involve workforce & volunteers
- What spectators see and do provides the lasting image but what happens back of house provides the impact
- Monitor progress and be prepared to adapt during the delivery



LONDON 2012

legacy



COMMUNITY REUSE

- Food – daily distribution to local charities and community organisations
- >1m items (16,243 tonnes) assets
 - 453,614 items (1,458 tonnes) public resale
 - 413,448 items (12,768 tonnes) donated
- Carbon savings achieved through asset re-use:



Asset type	Number of assets	Carbon savings (tCO ₂ e)
Desktops / laptops	23,907	2,694
Televisions	8,160	1,724
Cabins	85	422
Mobile phones	8,683	103
Totals	40,835	4,943

LEGACY



- Infrastructure – redevelopment of Stratford, recycling etc.
- Processes – ISO20121, sourcing, food vision etc
- Data – knowledge base
- Tools – RMP tool
- Cascade effect – embedding sustainability in supply chain
- Healthier lifestyles – more participation in sport
- Leadership & inspiration



ARIGATŌ

ありがとう

THANK YOU



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