Application of EMAS in Sport Events

The experience the Organising Committee for the XX Olympic Winter Games Torino 2006 (TOROC)

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The Organising Committee for the XX Olympic Winter Games Torino 2006 (TOROC)

Some key responsibilities:

• Conduction of the sports competitions and of the Opening and Closing Ceremonies;
• Managing of the Olympic Villages hosting Athletes and Coaches, the Media Villages, the Main press Centre, the International Broadcasting Centre and the sporting Facilities;
• Coordination of Transportation and Medical services;
• Preparation of Temporary Structures necessary for Athletes and Spectators
• Design and promotion of the Cultural Programme and the Olympic Torch Relay;
• Managing of the Accreditation service;
• Managing of Accommodation and Transportation for the Olympic Teams and the Media;
• Preparation of the Look of the Games

The XX Olympic Winter Games Torino 2006

Numbers

• 17 days of events: from 10 to 26 February 2006
• 15 disciplines, 7 Venue locations, 3 Olympic Villages, 84 medals to be awarded
• 85 National Olympic Committees
• 2,500 athletes
• 2,500 national team coaches and officials
• 2,300 members of the IOC, National Olympic Committees and Federations
• 650 judges and referees
• 1,600 TOROC staff
• 10,000 media representatives (print, radio, television, photographers and technical staff)
• 10,000 guests invited by Sponsors
• 20,000 Volunteers
• 1 million spectators
The Olympic System

TOROC and the Environment
The reference framework

- Agenda XXI of the Olympic Movement
  *(Environment is the third pillar of Olympism along with Sport and Culture)*

- Greed Card

- Charter of Intents
TOROC and the Environment
The Environmental Programme

- **Law Requirements** (e.g. Strategic Environmental Assessment required by the Italian Act 285/00 as a tool for assessing the environmental impacts of the Olympic Programme before and during implementation)

- **Voluntary initiatives** (e.g. EMS, HECTOR, Sponsor and Sustainability, the Sustainability Report, Green Procurement, construction works environmental monitoring …)

The EMS is a voluntary tool allowing us to manage the Environmental Programme systematically.

Implementation of the EMS

Due to the complexity and rapidly changing nature of its **activities** and **responsibilities**, TOROC planned to attain certification at two separate stages of its work:

**First stage** (2003-2004): **planning and promotion of the Olympics**
(e.g. focus on Headquarter and planning)

**Second stage** (2004-2006): **organization and staging of the Games**
(e.g. focus on the Olympic sites and on operations)
Implementation of the EMS

Milestones

First stage
May 2003: first Environmental Review
September 2004: EMAS registration and first EMAS statement release

Second stage
November 2004: second Environmental Review
May 2005: ISO 14001:1996 certification
July 2005: EMAS registration and second EMAS statement release

TOROC is the first Organising Committee ever achieving certification/registration of its EMS

Implementation of the EMS

Some examples (1)

Based on the Environmental Review and the commitments laid out in environmental policies, TOROC drafted a programme that includes actions, projects and improvement targets.

| GOAL n°1 Develop Environmental Communication Tools |
|-----------------------------------------|----------|----------------|
| TARGETS | ACTIONS | INDICATORS |
| Environmental Statement | DECEMBER 2004: Circulation of the policy to the Olympic territory and to the members of the Olympic Family | MARCH 2006: Circulation of the policy to the companies working with TOROC |
| | | |
| | A) Identification of recipients | Progress made on activities |
| | B) Sending of document | |
| Sustainability Reporting | SEPTEMBER 2004: Drafting and circulation of the Sustainability Report 2003 | SEPTEMBER 2005: Drafting and circulation of the Sustainability Report 2004/05 |
| | SEPTEMBER 2006: Drafting and circulation of the Sustainability Report for the XX Olympic Winter Games | |
| | A) Definition of the "social mission" and formulation of the project | Progress made on activities |
| | B) Gathering of data and drafting the draft report | |
| | C) Editing and printing | |
| | D) Presentation and circulation | |
| TOROC Staff | JUNE 2004: Drafting and distribution of an environmental awareness document for TOROC staff | | |
| | A) Conception and drafting of text | Progress made on activities |
| | B) Graphic design and printing | |
| | C) Distribution | |
| Info-point | FEBRUARY 2006: Creation of environmental information points at the main venues | | |
| | A) Location of info-points | Progress made on activities |
| | B) Inclusion in venue operational plans | |
| | C) Selection and training of Info-point volunteer staff | |
| | D) Preparation of info-points | |
| | E) Info-points operation | |
### Implementation of the EMS

#### Some examples (2)

**GOAL n° 2 Improve Environmental Performance of Sponsors and Suppliers**

<table>
<thead>
<tr>
<th>TARGETS</th>
<th>ACTIONS</th>
<th>INDICATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsors</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER 2005:</td>
<td>A) Distribution of document “Sponsors and Sustainability” and promotion of logo with commercial partners</td>
<td>No. of sponsors that have requested the logo/ No. of sponsors acquired</td>
</tr>
<tr>
<td></td>
<td>B) Receipt of requests and assignment of logo</td>
<td></td>
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<tr>
<td>Suppliers</td>
<td></td>
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<tr>
<td>DECEMBER 2005:</td>
<td>A) Development of criteria for environmental preferability</td>
<td>No. of categories involved in supply contracts compliant with the environmental preferability criteria/ No. of categories included in the &quot;green purchases&quot; programme</td>
</tr>
<tr>
<td></td>
<td>B) Drafting of evaluations on environmental preferability</td>
<td></td>
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<tr>
<td>DECEMBER 2005:</td>
<td>A) Annual planning of audits</td>
<td>No. of annual audits conducted</td>
</tr>
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<td></td>
<td>B) Selection of suppliers, notification and completion of audit</td>
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**GOAL n° 3 Verify Correct Environmental Management of Permanent Works Construction**

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<thead>
<tr>
<th>TARGETS</th>
<th>ACTIONS</th>
<th>INDICATORS</th>
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<tbody>
<tr>
<td>JUNE 2005:</td>
<td>A) Semi-annual planning of audits, in agreement with the Agenzia Torino 2006</td>
<td>No. of audits carried out per six-month period</td>
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<td></td>
<td>B) Completion of audits</td>
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**GOAL n° 4 Make the XX Olympic Winter Games Neutral Impact on Climate Change**

<table>
<thead>
<tr>
<th>TARGETS</th>
<th>ACTIONS</th>
<th>INDICATORS</th>
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</thead>
<tbody>
<tr>
<td>MARCH 2005:</td>
<td>A) Evaluation of CO(_2) emissions</td>
<td>Program made on activities</td>
</tr>
<tr>
<td></td>
<td>B) Identification of neutralisation projects</td>
<td></td>
</tr>
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<td></td>
<td>C) Assessment of neutralisation costs</td>
<td></td>
</tr>
<tr>
<td></td>
<td>D) Id. of contributions of contributions</td>
<td></td>
</tr>
<tr>
<td></td>
<td>E) Communication of results</td>
<td></td>
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<tr>
<td></td>
<td>F) Monitoring of financed projects</td>
<td></td>
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### Implementation of the EMS

#### Some examples (3)

**Goal n° 6**

Some other examples from the Environmental Programme 2005

Goal n° 4: introduce environmental requirements to the building of Temporary Works

Goal n° 5: reduce environmental impacts of activities carried out in the Committee's Offices

Goal n° 7: minimize the impact due to the Waste produced during the Games

Goal n° 8: diffusion and promotion of the EU Eco-label among tourist facilities in the Olympic area
Implementation of the EMS

Lessons learned

Thanks to EMAS, TOROC had a positive experience on:

• Involvement of many Departments
• Communication (validated information)
• Improved environmental performance
• Synergies between projects

A couple of points for success...

• Commitment of the Top Management
• Cooperation with all the relevant Departments

... and a couple of difficulties

• Balancing many different interests/point of view
• Time

TOROC cooperations on EMAS

MoU “Project for EMAS registration of the Municipalities hosting Torino 2006 competition venues, of Sauze di Cesana and of the Alta Valle Susa Mountain Community”

- TOROC is lead partner;
- TOROC provided environmental data from its initial Environmental Review

Cooperation with European Commission, DG Env

- Development of Guidelines for the implementation of EMAS in sporting events
- Communication initiatives
What after TOROC?  
The Olympic Environmental Legacy

Tangible legacy
- Water system management
- Territory lay-out
- Forestry works
- Mountain villages restoration

Intangible legacy
- Innovative and **systemic approach** to the Olympic Games life-cycle
- Development of cutting-edge and comprehensive **environmental management tools**

Contacts and useful links

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TOROC Environmental Programme (including EMAS):
- **Description:**  
- **Documentation:**  
- **Email address:** environment@torino2006.it

**Guidelines for the implementation of EMAS in sporting events:**  