

**Recommendations to the VANOC Board Committee on
Sustainability and Human Resources**

from Members of the BACSP at their May 6, 2009 meeting

The fifth meeting of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC) Board Advisory Committee on Sustainability Performance (BACSP) occurred on May 6, 2009. BACSP members were updated on VANOC's sustainability management and performance to date and discussed emerging challenges.

Clarification of Roles — BACSP Members and Ex-Officio Representatives from Government and First Nations

- BACSP members participate as individuals and not as sector representatives.
- Ex-Officio Government and First Nations representatives to the BACSP participate as resources only — recommendations of the BACSP reflect the views of the members and not necessarily those of the Ex-Officio representatives.

General Comments — Awareness of Sustainability, Games-Time Communications

The members of the BACSP focused on practical means of using the sustainability achievements around the Games to enhance broader public understanding of sustainability. They also looked for ways to leverage relationships with sponsors and partners to add to the reach of Games-based sustainability communications with a view to collectively fostering behaviour change. Several members reported using the Sustainable Sport Event Toolkit (developed by VANOC and the International Academy of Sports Science and Technology (AISTS)) as the model — and in one case as the minimum standard — for holding an event. The members strongly supported VANOC's diligence in ensuring that the offset portfolio employed under VANOC's carbon management strategy is credible.

Specific Recommendations

The BACSP members provide the following recommendations to the Sustainability and Human Resources Committee (S&HR Committee) of the VANOC board of directors. The intent of these recommendations is to enhance sustainability operations, programs and initiatives at VANOC.

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May 6, 2009 Recommendations to the VANOC S&HR Committee	VANOC Response/ Status
1. Given that the <i>Sustainability Report</i> , available at Games-time, will reflect activities only through July 31, 2009, consider how to report at Games-time on activities from August 1 through December 31, 2009, on at least a handful of measures.	Initial evaluation indicates that, before the Games, the data will be available to update 11 of the 32 key performance measures (KPMs) in VANOC’s annual corporate <i>Sustainability Report</i> to reflect performance from July 31, 2009 to December 31, 2009.
2. Documenting what worked and what did not work with respect to sustainability-related engagement with government and corporate partnerships would be a useful legacy for the region and country. Consider how to provide a high-level assessment of major learnings, useful processes and challenges around working with these partners on sustainability matters.	We are looking into the best way of developing and delivering this type of analysis amid other competing priorities and constraints.
3. With respect to Games-time communications, consider: <ul style="list-style-type: none"> • Sharing the Sustainability Video as a launching pad for sponsors, governments and Four Host First Nations (FHFNs) to communicate on Sustainability Stars and other Games-related sustainability stories • Connecting athletes to venue and village sustainability information/ materials specific 	<p>Sustainability Video as launching pad:</p> <ul style="list-style-type: none"> • The video provides “visual” highlights of various partner and sponsor innovations recognized with Sustainability Stars. It was publicly launched at a Metro Vancouver Sustainability Breakfast on July 8, 2009, and there is increased interest among partners and sponsors in using it. Support materials have been developed and are available on the vancouver2010.com website. Some partners and sponsors are looking into using the template to tell their own Games-related sustainability story. <p>Connecting athletes to relevant sustainability information:</p> <ul style="list-style-type: none"> • Existing collateral, such as the venue diagrams used in the 2007-08

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<p>to their respective sports and accommodation</p> <ul style="list-style-type: none"> developing communications material that simplifies the concept of carbon footprints and offsets 	<p><i>Sustainability Report</i>, will be packaged with other venue, village and sport-specific sustainability-themed information and shared with athletes at Games time</p> <ul style="list-style-type: none"> Daily newsletters at the Olympic and Paralympic Villages will contain information on sustainability attributes <p>Simplifying carbon messaging:</p> <ul style="list-style-type: none"> Education and outreach materials on carbon and climate change under development with VANOC’s new carbon offset sponsor. Contemplating a five-to-10 second silent video in the style and format of the Sustainability Video. The Cut the Carbon information piece now is available on the website. The Project Blue Sky public engagement initiative launched at the July 8, 2009 Metro Vancouver Sustainability Breakfast (see July 8, 2009 press release at offsetters.ca). Project Blue Sky is an online social networking initiative led by the Canadian Olympic Committee’s Athletes’ Council in collaboration with local digital media and business students. It uses the example of the efforts of the 2010 Winter Games organizers to take responsibility for their carbon emissions to encourage broader individual awareness and responsibility for reducing emissions through everyday life choices.
<p>4. Consider means of monitoring sustainability-related “conversations” on new media, starting now, to understand what messages are out there, as they evolve.</p>	<p>VANOC does not have the capacity to undertake this activity on a systemic basis. It is done on an ad hoc basis through our stakeholder engagement activities with organizations that have a more active presence in social media.</p>