

## Message from the CEO

I am pleased to introduce the 2008-09 report on the sustainability performance of the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC). This report, the fourth of five annual public reports tracking our progress on our sustainability objectives, is being released just as audiences are preparing to experience the 2010 Winter Games in earnest, providing an unprecedented opportunity to share the stories, challenges and successes associated with our sustainability commitments.

VANOC is fortunate to have partners — both large and small — who are working with us to forge a new level of sustainability performance for the Olympic and Paralympic Games. For Vancouver 2010, we have strived to manage the social, environmental and economic impacts and opportunities in ways that will create lasting benefits, locally and globally. We have applied the lens of sustainability to every decision we make — from the design and operation of our facilities to our purchasing, training and communications endeavours. Each and every day, our partners and stakeholders evaluate our performance and hold us accountable for our efforts.

We also want, as best we can and wherever we can, to address the pressing issues of our time. Recently, the instability of the economy made our goal of achieving a balanced budget more challenging than we ever anticipated. Although our venues are complete and we have met our domestic sponsorship targets, continuing economic pressures have called for even more creative and cost-effective solutions. This has meant that, together with our partners and sponsors, our team has been working diligently to operationalize our venues, finalize transportation plans and meet accommodation requirements.

We are further challenged by issues such as climate change and other environmental dependencies, the need to mobilize and deploy a one-time workforce of 50,000 skilled and diverse individuals and the imperative to deliver opportunities and benefits to people who might not typically benefit from such a large event as the 2010 Olympic and Paralympic Winter Games.

Much has transpired over these past 12 months, but, as this report demonstrates, our commitment to delivering on our sustainability commitments is unwavering. Just a few of our accomplishments in 2008-09 include:

- completing our green building program and applying for certification under the Leadership in Energy and Environmental Design (LEED) Green Building Rating System
- announcing our program for managing the carbon footprint of the 2010 Winter Games, and securing a sponsor to provide high-quality offsets from BC-based clean technology projects
- refining and implementing our Environmental Management Plans with our workforce, partners and third-party monitors
- attracting a workforce of 50,000 that reflects the diversity of our country and our communities
- fully implementing our Buy Smart sustainable purchasing program
- continuing to support inner-city training and employment initiatives



- continuing to contribute to the Aboriginal Youth Legacy Fund through our 2010 Aboriginal Licensing and Merchandise program
- launching a recognition program, with our government and corporate partners, to profile Games-based innovative solutions to local and global sustainability challenges
- convening the 8th World Conference on Sport and Environment, with the International Olympic Committee (IOC), the United Nations Environment Programme (UNEP) and the Province of British Columbia
- developing and launching, with the IOC and the International Academy of Sports Science and Technology, a toolkit to guide others in hosting sustainable sport events.
- receiving a special commendation for our 2006-07 sustainability report, an award for innovation in sustainability reporting, from the Ceres-ACCA (Association of Chartered Certified Accountants) North American Awards

In the final months before the Games, we're intensifying our efforts to demonstrate what can be achieved when major sporting events are delivered around a broad vision and commitment to sustainability. Given the enormous Games audience, Vancouver 2010 must offer practical examples of sustainability in action — examples that can both inspire and offer an enduring legacy of increased awareness and action in everyday life.

At this point in an Organizing Committee's lifespan, thoughts inevitably turn to what our Games will be remembered for. For Vancouver 2010, I hope that list of memories and legacies recognizes the green, accessible and multi-purpose Games venues; the Games-related opportunities created for socially and economically disadvantaged communities and individuals; the full inclusion and participation of our Aboriginal partners, and the once-in-a-lifetime Games-related experiences shared by everyday Canadians and visitors alike. Most of all, I hope it's readily apparent that Games planning was carried out with a spirit of integrity and a track record for doing what was right — before what was convenient or expedient.

While much work is yet to be done, I do believe we are making a difference . . . as of course we should!



**John A. Furlong**

VANOC Chief Executive Officer  
January 2010

## The 2008-09 Reporting Year at a Glance

Our bid to host the Olympic and Paralympic Winter Games included a commitment to make sustainability part of everything we do. We have six corporate-wide sustainability performance objectives. The following is a brief overview of what we accomplished towards those objectives in 2008-09. Many of these exciting milestones were achieved with the help of our government, corporate and community partners.

**Accountability** means behaving ethically, setting performance targets and measures, communicating openly about what we have done and asking others what we can do better.

During the 2008-09 reporting year we:

- Received a commendation for Innovative Reporting for our 2006-07 sustainability report.
- Released our 2007-08 annual sustainability report in January 2009 and obtained stakeholder feedback the following April.
- Launched the web-based Sustainable Sport and Event Toolkit (SSET) and convened two international workshops.
- Prepared for third-party assurance of our 2008-09 report through a readiness exercise with Deloitte, a Games sponsor.
- Completed annual internal consulting and management reviews related to our Sustainability Management Reporting System (SMRS).
- Posted two reports of the activities of the VANOC ethics commissioner on the [vancouver2010.com](http://vancouver2010.com) website.

Next steps in 2009-10:

- Release 2008-09 and final 2009-10 VANOC sustainability reports.
- Engage third party to perform assurance on selected key performance indicators in our 2008-09 and 2009-10 annual sustainability reports.
- Convene an external panel of sustainability stakeholders to provide feedback on the draft 2008-09 and 2009-10 sustainability reports.
- Complete final internal SMRS management review.
- Continue implementing ethics programs and policies through Games time and the dissolution phases of operations.
- Continue working with the Canadian Standards Association on development of "Z2010," Canada's first sustainable event management standard.

**Environmental Stewardship and Impact Reduction** means conserving natural environments and managing, mitigating and offsetting negative impacts.

During the 2008-09 reporting year we:

- Continued monitoring sites for compliance with our Environment Assessment (EA) commitments.
- Developed, tested and revised venue-specific Environment Management Plans (EMPs) for all phases of operations.
- Established a 2010 Winter Games greenhouse gas offset target.
- Announced an official carbon offset supplier (Offsetters).
- Launched programs to create awareness of energy use and GHG emissions for members of the VANOC workforce, including volunteers.

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#### Next steps for 2009-10:

- Deliver Games that minimize negative impacts on the environment.
- Continue monitoring and reporting on compliance with EA commitments through Games time and the decommissioning phases of the Games project.
- Implement EMPs and monitor all venues, villages and facilities for environmental incident responses.
- Confirm third-party-verified BC Clean Technology projects to offset direct emissions from the Games.
- Launch a carbon partner program to invite Games partners and spectators to offset emissions from Games-related travel.
- Divert 85 per cent of waste from landfill at Games time.

**Social Inclusion and Responsibility** means convening accessible Games that have a positive impact on socially and economically disadvantaged groups, and caring for our workforce, protecting human rights and ensuring health and safety.

#### During the 2008-09 reporting year we:

- Delivered carpentry, construction readiness and customer service training to 93 individuals from priority population groups.
- Awarded a contract to an inner-city social enterprise to operate and manage the Games-time lost and found claim centre.
- Awarded a contract to create and produce Games-time Victory Ceremony bouquets to a joint venture between a social enterprise and a commercial florist.
- Conducted Legacy of Safety (a proactive health and safety program) training for all Games-time volunteers.

#### Next steps for 2009-10:

- Implement a post-Games asset donation strategy.
- Distribute 50,000 Games tickets to those without the financial means to attend the Games through the Celebrate 2010 program.
- Work with our partners to manage the Games-time impacts on inner-city communities
- Release and implement a refined transportation plan emphasizing mass and active transit, and initiatives to reduce background traffic
- Deliver accessible Olympic and Paralympic Winter Games.
- Provide a safe and meaningful Games experience for approximately 55,000 members of the Games-time workforce.

**Aboriginal Participation and Collaboration** means working with our partners to achieve unprecedented Aboriginal participation in the planning and hosting of the Games and in the creation of Games legacies.

During the 2008-09 reporting year, together with our Four Host First Nations partners, we:

- Continued building relationships with local, regional and national Aboriginal organizations to support implementation of our Aboriginal participation program.
- Produced and distributed a second series of Aboriginal sport posters aimed at encouraging greater participation in sport among Aboriginal youth.
- Announced the 2010 Aboriginal Pavilion to celebrate the rich cultures and diversity of Aboriginal peoples in Canada — First Nations, Inuit and Métis.
- Contracted 96 Aboriginal artists from across Canada to produce permanent installations of artwork for the Vancouver 2010 Venues' Aboriginal Art Program.
- Completed a strategy for Aboriginal participation in the Olympic Torch Relay and Games ceremonies.

Next steps in 2009-10:

- Continue implementing the VANOC-FHFN Protocol with a focus on Games-time initiatives.
- Continue working with First Nations, Inuit and Métis organizations to identify and maximize opportunities for Canada-wide Aboriginal participation in the 2010 Winter Games.
- With the FHFN and other partners, host the Vancouver 2010 Indigenous Youth Gathering, launch the 2010 Aboriginal Pavilion and implement a strategy for Aboriginal participation in the Olympic Torch Relay and Games ceremonies.
- Launch Aboriginal Sport Hall of Fame Canada website celebrating the achievements of Aboriginal athletes and builders
- Continue promoting the Vancouver 2010 Aboriginal Licensing and Merchandising Program.

**Economic Benefits** means demonstrating that sustainable innovation and practice makes good business sense.

During the 2008-09 reporting year we:

- Continued to follow up on factory audits and monitoring the corrective action plans of our licensees who manufacture Games-related licensed merchandise.
- Developed terms of reference and an assessment guide for VANOC's Supplier Code of Conduct and conducted a pilot assessment with select VANOC suppliers.

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- Launched the Sustainability Star program, an initiative that shines a spotlight on the Games-related sustainability innovations of VANOC, its partners and sponsors.
- Developed an asset disposal strategy that included conceptualizing an asset donation program to benefit local communities.

#### Next steps in 2009-10:

- Complete final monitoring of licensee factory audits and corrective action plans.
- Complete Buy Smart program case study and continue sharing learnings with sport organizations and event organizers.
- Continue awarding Sustainability Stars through November 2009 and showcase stars at Games time.

**Sport for Sustainable Living** *is about finding ways to use sport and growing athlete and public interest in living more sustainably to inspire action on local and global sustainability challenges.*

#### During the 2008-09 reporting year we:

- Launched Canada CODE (the Cultural Olympiad's digital edition), a bilingual online portrait of Canada by Canadians.
- Continued to raise awareness of the Paralympic Winter Games through outreach programs.
- Created the *Vancouver 2010 Sustainability Journey* video.
- Selected four youth videos as winners of the *u-reduce/u-produce* sustainability video contest for BC youth.
- Hosted the 8th World Conference on Sport and the Environment.
- Identified opportunities for athlete and public engagement with partner and sponsor activations.

#### Next steps in 2009-10:

- Continue highlighting innovative classroom projects on /EDU, VANOC's education portal.
- Deliver Cultural Olympiad 2010 and CODE Live programs for Games time.
- Launch Ticket to Inspiration, a Paralympic Games attendance program for schools.
- Announce Do Your Part, a national sustainability youth video contest, and name the winners in February 2010.
- At Games time, profile athlete and public engagement on sport and sustainable living.
- Launch a video to raise awareness with Games attendees about the benefits of reducing and offsetting their carbon emissions