



**Welcome**

## Lessons from Beijing 2008

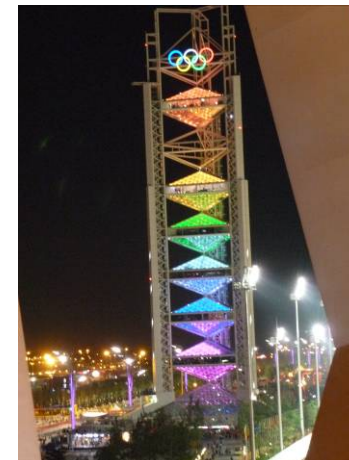




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## Energy

- 1.3-1.5 M Tonnes CO<sub>2</sub> reduced
- Energy saving designs
- Extensive use of solar, wind, ground and air sourced heat/cooling
- LEED Gold award for Village
- Innovation in Water Cube
  - Your bum can save the planet



### Lesson:

London will not compete on innovation but has the advantage of CHP. London must have some visible renewables at venues.

## Renewables everywhere



## Embodied impacts

- Not considered by Beijing
- Everything in Beijing approx 4 times the size of London
- Included in the carbon footprint for London 2012
- Early success with:
  - Concrete purchasing
  - Design of stadium, velopark, etc.
- Could save 1-2 M Tonnes CO<sub>2</sub>

### Lesson:

Embodied impacts can be large compared to energy in use. London can set an example here and change behaviour



## Social

- ✧ Difficult to compare due to different political systems
- ✧ 1.5M volunteers
  - ✧ Full time at venues (including security)
  - ✧ Full time in the city
  - ✧ “Social volunteers”
- ✧ Great social opportunity
- ✧ Could be better informed

### Lesson:

**Hard act to follow. London should be more ambitious in this area and recruit a diverse range of volunteers to assist people at venues and across London**



## The volunteers





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## Merchandise

- Acres of merchandise around Beijing (mostly pretty tacky)
- Fuwas everywhere!
- Very little merchandise available at venues
- Sales of unofficial merchandise and ticket touts well controlled

### Lesson:

London has an opportunity to market quality, sustainable merchandise that reflects the characteristics of the UK



## Eden project – responsible merchandise...?





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## Food

- Served in PVC tents
- Little variety or choice
- No real local distinctiveness
- Terrible!

### Lesson:

London must do much better. London can celebrate the UK's diversity in food and grow things that can be eaten.



## Waste

- Chinese people do not tend to drop litter
- City and venues very clean
  - Poor food probably helped to reduce waste
- Inadequate bins
- Inadequate information on recycling
- All goes in the same bin anyway

### Lesson:

London must do better. Achieving zero waste to landfill will require great attention to packaging and public information.



## Air quality

- Well publicised measures to ban cars
- Metro capacity increased from 1.7M to 3M
- Low price tickets to continue into legacy
- Low emissions zone in legacy
- Zero emissions in park and village

### Lesson:

London is one of the most polluted cities in Europe. London must equal Beijing's zero emissions achievement in the park and village.





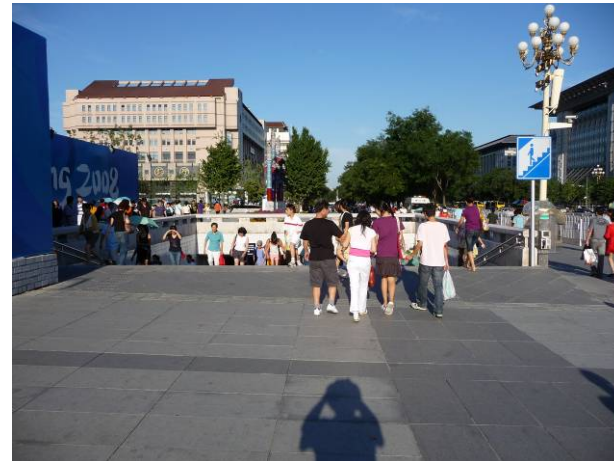
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## Transport

- Highly efficient metro
  - One rail option to park, complex
  - Easy to navigate
  - Crowded but air conditioned
- Bus service
  - Complex, not easy for foreigners
- Taxis
  - Plentiful and cheap
  - Language barrier
- Official cars
  - Why?

### Lesson:

London can improve public transport provision and promote walking and cycling



## Ecology



- ↘ Grey water use for irrigation and water saving venues
- ↘ 67% tree cover/construction ratio
- ↘ New 80 hectare park for legacy
- ↘ New trees to depth of 30m along new 16Km highway to rowing venue

### Lesson:

London cannot compete with the scale of new ecology but can deliver an eco-legacy

## Access

- ✧ Poor signage (mostly human)
- ✧ Poor disabled access
- ✧ Poor quality paving (already cracking and uneven)
- ✧ Trip hazards everywhere
- ✧ Long climb to top of stadium
- ✧ Long walks

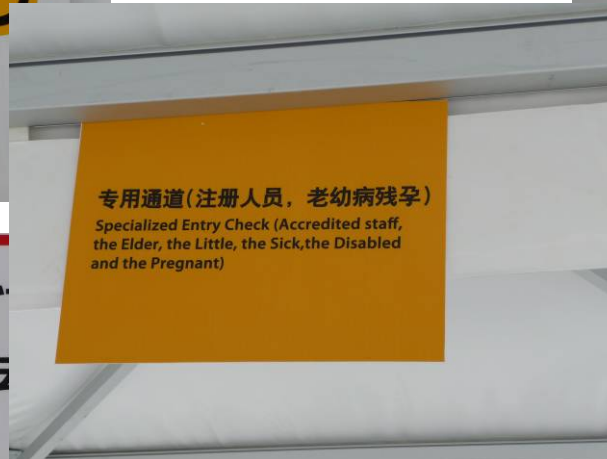


### Lesson:

London must focus on access for all with good safety provision and clear signs. This should include how technology is most effectively utilised to support access.



## Signs....



## Materials

- No policy objectives
- PVC city!
- Re-use of sponsor pavilions?
- Unnecessary venues?
  - 2 swimming venues

### Lesson:

London has the opportunity to change behaviour in the event management industry by refusing to accept materials like PVC. ODA needs to brag about use of recycled materials.



## Summary

- ↘ **London needs to....**
  - ↘ **Deliver** visible supply of renewable energy and communicate the wider carbon footprint work,
  - ↘ **Learn** from the way Beijing uses volunteers,
  - ↘ **Sell** quality sustainable merchandise and food,
  - ↘ **Inform** visitors about waste and provide facilities,
  - ↘ **Improve** air quality through improved public transport, walking, cycling,
  - ↘ **Develop** green space for legacy,
  - ↘ **Provide** access for all,
  - ↘ **Eliminate** PVC and other harmful materials

**If we do these things we can deliver the most sustainable games in history**



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**Thank you for your attention**