

## ENVIRONMENT, THE NEW DIMENSION



*Landscape that the Norwegians do not want scarred.*

Thanks to twenty-one environmental protection or improvement projects currently being implemented, the XVII Winter Games will be the greenest ever. These objectives present a new challenge to modern Olympism.

## LILLEHAMMER 94

The Organizing Committee of the Games in Lillehammer wishes to give an ecological profile to the Olympic Games which will continue into the future. To this end, the Norwegians have asked the IOC to take steps to place environmental protection at the heart of future Games. The aim quite simply is to give the Olympic Movement a third dimension, the environment, in addition to that of sport, the first, and culture, the second.

### RESULTS ALREADY

The Olympic venues have been built with scrupulous care to satisfy the most stringent ecological requirements. The materials, chosen to facilitate economical energy consumption for heating and lighting, also help to blend into the countryside an architecture where the keynote is lightness. All the competition sites, which bring with them a dense concentration of people, will naturally enjoy a practical public transport service, and the 1,500 shuttle buses which will operate during the Games will have to use the cleanest possible fuel.

Everywhere, the environmental criterion has been imperative, and it is now as if it has

always existed. It features in the wording of all the contracts signed with official partners and suppliers. The products provided by the partners of the Lillehammer Games must necessarily cause as little pollution as possible, with packaging which is recyclable and kept to a minimum. And because it cannot profess its convictions without applying them to itself, LOOC arranges for the separate collection of different types of rubbish at its headquarters. The same will be true for every Olympic venue in 1994, since this awareness is shared by the communities which will host the various competitions, and the organizing committee maintains ongoing relations with these local councils. It is in this cooperation, which also includes close links with the Norwegian Environmental Protection League and the Norwegian minister responsible for such issues, that the success of the environmental protection plan lies.

It is clear that the Lillehammer 94 organizers have decided to keep the Olympic project within the strictest ecological framework, yet without in any way limiting themselves to one overall concept. On the contrary, they are showing a sustained interest in experimenting in this area, which has led



*The bobs track, a venue with a light touch.*



*The Olympic Torch makes its appearance. Mr Gerhard Heiberg presents it to the IOC President and Mr Marc Hodler.*

them to develop certain original projects like the bullet receptacle for the Olympic biathlon stadium in Lillehammer. This is an important concern when you realize that the bullets used during the shooting events at the Winter Games represent 500 kg of lead. Nor is LOOC's field of action limited to strictly Olympic areas, for it is also participating in the development of important environmental projects on a Europe-wide level. The starting point for an ecological relay, the Games in Lillehammer are opening the way to future Games organizers and their partners with the aim of promoting solid and lasting development.

### SPORT IN ITS ENVIRONMENT

For reasons of profitability, international sports events must be held in large, multi-use stadiums on the edge of built-up areas, with appropriate access roads and parking space. Crowds have to be brought in, welcomed, accommodated, fed, entertained, informed and supervised as a safety measure, often resulting

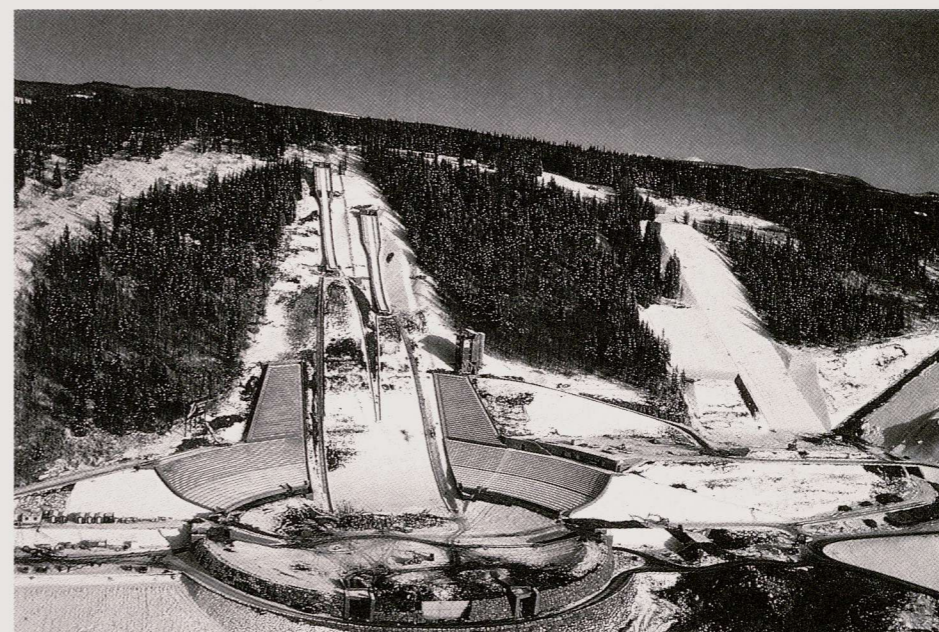
in a rather negative effect on the environment. While these onerous traces are unavoidable (even though today the development of broadcasting systems calls into question the need to gather so many people together in the same place - the mega-stadium and its viability is a controversial subject), they can nevertheless be minimized and rationalized. With public opinion increasingly sensitive to environmental concerns, there is corresponding call for a political reaction. The sports world is no exception to this rule. Not to react to these calls could lead to a negative attitude towards sport in general.

### THE GAMES, A NETWORK FOR THE ENVIRONMENT

The Olympic Games offer a unique gathering of athletes, spectators and journalists from all cultures. Broadcast and distributed throughout the world, they produce heroes who become role models for young people. At the base of this tremendous sporting, cultural and human encounter, the Olympic Movement is a forum for discussion between leaders with very different backgrounds and outlooks. And each member of the Olympic family maintains a very close dialogue with the others as well as with the organizers of the Games. For their part, the commercial partners and official suppliers are subject to marketing contracts which govern communications strategies and have very strict norms for the products supplied, established by the IOC and the different organizing committees in the spirit of the Games. Such a unique and permanent network thus offers the chance to promote environmental awareness, communicating an ideal and values transcending cultural, political and commercial barriers.

### PRACTISING ENVIRONMENTAL QUALITY

A large number of people play a brief part in the preparation of the Games, which are nowadays planned, installed, activated and brought to a conclusion over several years. During this time, the organizers are responsible for a host of diverse activities common to our society: heavy or light, permanent or



*The Norwegians are used to building ski jumps for their national sport.*

temporary construction, purchasing, distribution and elimination of all kinds of products, travel, administration and human resources. In this way, the Games can be seen as a society in miniature, and it is thus rewarding to assign to the organization of them objectives in terms of respecting the environment. The first of these is, of course, to minimize their impact. In Lillehammer, the organizers have actually made them the spearhead of their ecological campaign. The second objective seeks to use the Olympic network to promote awareness of the fragility of the environment

among the parties involved. Finally, there has to be the commitment to finding practical solutions and developing know-how in the face of the new challenges which society poses to the environment.

To be sure, it is up to leaders to initiate a policy which places at the forefront the commitment to respect and improve the quality of the environment. That is why LOOC, which has defined principles of ecological action for the 1994 Winter Games and is committed to putting them into practice, wants responsi-

bility towards the environment to become a new fundamental principle of the Olympic Games in the same way as sport and culture.

### SPREADING THE EXPERIENCE FROM LILLEHAMMER

These new methods for sustainable development, established and tested in Lillehammer, are also intended for distribution using the network around the Games, before, during

and after 1994. And this is where the new challenge lies: to make the Olympic Movement a real defender of the environment. Lillehammer cannot take up the challenge alone, and it is, in fact, a challenge set by the organizers of the XVII Winter Games. Over the coming years, it will be very much up to the IOC, IFs, NOCs, organizing committees of the Games and their commercial partners to respond to it by putting to good use the Norwegians' experience in this area.

*The IOC has just received a new work of art. This fine painting, both lively and profound, Olympic Allegory, is by the Swiss artist Lecoultre. It is a gift to Mr Juan Antonio Samaranch from Mr Bernard Nicod, a Lausanne businessman whose long standing interest in the Olympic Movement is well known.*

*The 'Olympic Review' would like to remind readers that it is pleased and fortunate to count the Société Bernard Nicod amongst its advertisers.*

