

Sustainable development and the Olympic Movement

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Abstract:

The article focuses on sports – a topic that has become increasingly important in the international context in recent years. The experience of implementation of the principles of sustainable development, accumulated within the framework of the Olympic movement, is considered. The novelty of this experience for Ukraine is emphasized, as well as the possibility of its use in the preparation and holding of other major sports and cultural events in order to maximize their opportunities for development in social, economic and environmental spheres.

Keywords and phrases: sport, Olympic movement, sustainable development, heritage.

Introduction:

At February 1, 2007 The UN Environment Programme (UNEP) awarded Jacques Rogge, the President of the International Olympic Committee (IOC), with the honorary title- Champion of the Earth 2007. Jacques Rogge said in this connection: “Today, starting with the city's desire to host the Olympics and ending with the long-term impact of the Games, environmental protection and, more importantly, sustainable development are key elements of the entire process of planning and hosting the Games» (Emery, P. R., 2002).

Sport as a tool for development: Sustainable development refers to those concepts that receive different sounds and colors, depending on the context and specificity of the activity within which they are considered. Since the ideology of constant development is relatively young, it is not surprising that virtually every organization or industry, when starting to work in this field, begins to find its own definition. The expert and promoter of sports as a development tool David Chernushenko gives the following definition of the relationship between sport and sustainable development: “Sport meets the requirements of sustainable development when it allows to meet the needs of the modern sports community and at the same time contributes to the weakening public access to sports in the future, and contributes to the well-being of the natural and social environment on which it depends”(Manzenreiter, W., 2005). Understanding of the sustainable development in the context of sport is multifaceted. In this case, it is generally accepted that any viable definition should include an "assessment of the future consequences of current actions" (Emery, P. R., 2002). This means that responsible decision-making must take into account the future implications of current choices and effectively integrate social, environmental and economic criteria into daily planning and operational practices. This understanding means that an organization in the sporting industry that wants to comply with the principles of constant development must continually evaluate the possible trade-offs between the short and long-term consequences of business decisions made and strategies implemented (Manzenreiter, W., 2005). Despite the incompleteness of the formation of the conceptual apparatus, the last decade has been an important period in terms of translating the ideology of sustainable development from the stage of theoretical reflection to the stage of practical application. We see many examples of how, at all levels, the ideas and principles of accounting for social and environmental aspects of economic activity - from the development and implementation of state and national programs, standards, the construction of management systems in major business corporations and the formation of new models of social and personal behavior. In some countries and industries these processes are moving faster, in some countries - slower (Unfortunately, Ukraine is one of them), but overall the progress made over the last 10 years looks very significant. Sport is no exception in this sense, gaining more recognition and being widely used as a development tool. If in December 2010 the phrase "sustainable development through sports" contained 2 430 000 documents found by Google, then in just 2 years their number has increased more than 5 times and now is already 12 300 000. In fact, the view of sports as one of the sustainable development tools is just the modern expression of the Sport for good idea, which started the Olympic movement over a century ago.

Pierre de Coubertin, the founder of modern Olympism, is seen first and foremost as a reformer who sought to use the outstanding opportunities of sport for individual and social development, to strengthen mutual respect, to develop intercultural understanding. Each successive generation of Olympic leaders and those who have been inspired by them follow the same ideals. Due to its relatively low cost and high impact, sport has taken a strong position among the available humanitarian and peacekeeping tools, playing a significant role in UN development programs, nonprofit organizations (NGOs) and various levels of government. One of the key characteristics of sporting development is the enormous variety of goals, activities and organizations operating in the field. This area of activity can be seen as a fairly broad fusion of different approaches, philosophies, practices, operational formats and projects that include the activities of business corporations, non-governmental and non-governmental organizations, as well as government programs.

The Role of Sport in Achieving Sustainable Development Goals:

Sport has proven to be an effective and flexible tool in promoting peace and development. From the outset of the MDGs in 2000, sport has played an important role in promoting each of the eight goals of the Millennium Declaration, as evidenced in numerous General Assembly resolutions. In its resolution 70/1 "Transforming our world: A 2030 Agenda for Sustainable Development", which was adopted in 2015, once again recognized the role of sport in promoting social progress (Manzenreiter, W., 2005). Sustainable development is also a sport. We acknowledge the increasing contribution of sport to development and peace, as it promotes the principles of tolerance and respect and promotes the empowerment of women and young people, individuals and communities, and the achievement of health, education and social integration goals. As part of harnessing this enormous potential of sport, the United Nations Office for Sport for the benefit of Development and Peace (UNOSDP) has long been involved in the cohesion of people around sport and has encouraged the use of sport in support of peaceful initiatives, from sports megaprojects to street sports competitions. These initiatives help the sport reach its full potential in achieving development goals. Not only does sport have a direct health effect on the physical condition of the body, but it also shapes the need for children and adolescents to lead a healthy lifestyle, helping them stay active and fight non-communicable diseases. In addition, a number of studies conducted by the World Health Organization indicate that exercise contributes to the formation of a healthy psyche in a person and stimulates his mental development. Such exercises have to do with increasing people's self-esteem and self-esteem, as well as having a positive impact on people with symptoms of depression and anxiety. Women's participation in sports also contributes to the destruction of stereotypes and social roles that are commonly associated with women. Sport can help women and girls show their talents and achievements to society by displaying their skills and abilities. This, in turn, enhances their self-esteem and gives women participants self-confidence. In addition, sport opens up opportunities for social communication and forging friendships, which can give their male counterparts a deeper understanding of the role of women and men in society and bring social and psychological benefits, both individually and collectively. In addition, sport can be used as a real tool for conflict prevention and the promotion of lasting peace, because sport and its spread have the ability to bring different cultures together by common denominator and object of common worship, sport can build bridges between peoples despite their cultural or political differences.

The practice of sustainable development in the Olympic Movement:

Traditionally, sport is seen as an opportunity to display higher human abilities in harmony with the environment. Many sports are directly dependent on the state of the environment. In addition, the preparation for major sporting events such as the Olympic Games, World and Continental Championships, which requires considerable resources and the creation of appropriate infrastructure, can have a significant impact on the state of nature, social and economic spheres. The Winter Olympic Games in Lillehammer (Norway) in 1994 became the first "Green" Games in the history of the Olympic movement. The Organizing Committee, together with Project Environment-Friendly Olympics (PEFO), has developed a strategy for conducting Games in harmony with nature, which meant the implementation of more than 20 special projects, including the use of innovative "green" technologies in construction, the use of recycled materials, efficient transport and other advanced technical solutions. The strategy also focused on raising awareness and promoting the ideas of caring to the environment. In 1994, the International Olympic Committee (IOC) declared environmental protection the third pillar of Olympism, along with sports and culture, and introduced the relevant provisions in the Olympic Charter. Section 1 states that the role of the IOC is to "promote and maintain responsible environmental concerns, to promote the promotion of sustainable development in sport, and to require that the Olympic Games be organized accordingly (Manzenreiter, W., 2005). The founding document for the integration of the principles of sustainable development and environmental responsibility into all aspects of the preparation and conduct of the Games was the Olympic Movement's Agenda 21, adopted in 1999. The order contains the program of action for the Olympic movement in the field of sustainability. Development aimed at improving socio-economic conditions, conservation and rational use of resources in the interests of sustainable development, strengthening the role of the main groups in society (women, youth and indigenous people). The issue of

sustainable development through sport has a significant impact on the preparation and holding of the Olympic Games and is reflected in many documents. A fundamental theoretical framework for managing the Games' preparation process, taking into account the principles of sustainable development and to create a long-term legacy. The requirements for sustainable development are contained in the competition documentation for the right to host the Games, as well as in all technical manuals for the preparation of the Games. The IOC and other sports organizations work in the field of sustainable development in close cooperation with relevant UN agencies and programs. In 1994, an agreement on cooperation with the United Nations Environment Program (UNEP) was signed, and in 2009 the IOC received official observer status at the UN General Assembly. Since 1999, the IOC has been holding regular global forums on sports and the environment every 2 years, with the widest range of stakeholders, ranging from governments, major business organizations to the non-profit sector and the sport industry. The work on the implementation of the principles of sustainable development in the process of preparation and holding of the Games is supplemented by the activities of the participants of the

Olympic movement in the following areas:

- conservation of natural resources through the dissemination of best practices in water, energy, waste management, and the implementation of climate neutrality programs;
- dissemination of procurement practices in accordance with social and environmental norms and principles of sustainable development;
- promoting employment at the local level;
- implementation of projects on protection of human health and ecosystems of the planet;
- ensuring compliance with international Olympic and social requirements by countries conducting the Olympic Games in accordance with the enforcement practices of national, regional and international environmental agreements;
- dissemination of ideas of equality and openness;
- promoting quality of life through sport.

The Fifth World Conference on Sport and the Environment (Turin, 2003) identified 8 areas that are key to sporting activities in accordance with the principles of sustainable development. These trends remain relevant for the Olympic movement and the sports industry today:

- National Olympic Committees, IOC Commission on Sport and the Environment, IOC partners should develop guidelines for the implementation of real projects in the field of sustainable development at the national level, promoting sustainable development ideas and for solving relevant developmental challenges through sport;
- the integration of environmental, social and economic dimensions into decision-making processes is fundamental to creating a positive legacy for each Olympic Games;
- the organizers must clearly formulate and inform all participants in the process of preparing the sporting event about the goals and priorities of their activities in the field of sustainable development;
- sport should contribute to addressing important socio-economic challenges, such as the fight against poverty and the spread of HIV / AIDS, the promotion of social justice and gender equality;
- athletes and sports organizations should act as role models and actively participate in programs for education and awareness raising in the field of sustainable development, in environmental and social initiatives at the local level;
- effective partnership between organizers, local and national authorities, as well as representatives of civil society is essential for successful implementation of environmental and sustainable development requirements;
- the consideration of environmental protection requirements for the design and construction of Olympic venues should be an integral part of the long-term legacy of the Olympic and Paralympic Games;
- sustainable development principles should be aimed at enhancing accessibility and habitat for all members of the local community.

The Olympics provide unique opportunities to showcase environmental achievements and strengthen the brands and reputations of sponsoring companies in the area of environmental responsibility. The most significant results are achieved when sustainable development requirements are met and promoted by all participants in the preparation of the event throughout the supply chain of products and services related to the sporting event. The IOC, in turn, promotes the implementation of the principles of sustainable development in sport, focusing significant efforts on the following points:

- Encouraging all participants of the competitions for the right to hold the Olympic Games and the cities-organizers of the Games to minimize the impact of the Games on the environment and use them as a catalyst for positive change and innovation;
- encouraging sports federations to develop technical regulations, taking into account environmental requirements, local conditions and the need to create a long-term positive legacy of sports activities;
- dissemination of knowledge, experience and tools to all sports organizations regarding the integration of sustainable development principles into the planning and operational activities for the preparation and conduct of sporting events.

Consideration of the experience and achievements of the Olympic Movement in Sustainable Development has become a central topic of the 9th IOC World Conference on Sport and Environment in Doha (Qatar), which has been attended by over 650 delegates from many countries (Emery, P. R., 2002).

Impact and legacy of sporting events:

In the context of sustainable development, one of the major issues that are important in planning and conducting sporting events is the relationship between the cost of hosting and those positive changes that may occur at the host city, region, or countries. Sporting events have significant potential to stimulate economic growth, social development and environmental challenges. In particular, increased attention of the world media and the possibility of positioning on the world map of the host city of the event among the most important international tourist centers, as well as the possibility of promoting a healthy lifestyle, mass sport and physical activity, are often the main motives for deciding on the largest sporting events including the Olympics. At the same time, it is obvious that the potential of sporting events in the field of sustainable development does not automatically manifest itself, but requires for its full implementation of the systematic actions of all the organizers and special approaches to the construction of the management system. Experience shows that sporting events have an impact on all three components of the sustainable development platform: the environment, the social and economic spheres. In the first case there are changes in the state of the biosphere, the quality of water and air, the structure of land use, energy consumption and recycling. Socio-cultural influence implies the generation of new skills, job creation, opportunities for mass sports, as well as improving the social climate, increasing the level of optimism and sense of involvement in society, the development of collective self-esteem, etc. The economic impact is associated primarily with the development of infrastructure, the creation of businesses and new businesses in the region, the growth of the tax base, as well as the development of tourism and related service industry. Long-term effects of sporting events are accumulated in the form of inheritance, which is divided into two categories. Intangible Heritage Luggage – experience, knowledge and skills acquired in the preparation and conduct of events, as well as updated standards and technologies, new brands and experience in managing them, cultural heritage. The tangible heritage includes upgraded energy, transport, utility, social infrastructure and sports facilities, hotels and other accommodation, as well as telecommunication and telecommunication systems. Unfortunately, previous experience has shown that the impact of sporting events on the host city and region can occur with either a plus sign or a minus sign. The long-term positive heritage is not shaped by itself. This requires systematic, focused and well-coordinated work by all stakeholders over a long period of time. The IOC, for example, refers in its documents to the 30-year period as a temporary horizon for Olympic heritage programming. In order to maximize the potential of sporting events for development and to reduce the potential risks of negative impacts on the host city and region, the following should be considered:

- the decision to hold a sporting event should be based on a long-term vision and require early planning;
- the benefits generated by the preparation for the event should be used to the maximum by the host city, region or country directly as they arise, not just after the event;
- early involvement of experts in urban planning and development is crucial to ensure the effective integration of infrastructure under construction into long-term urban development plans, taking into account the priority of improving the quality of the urban environment;
- heritage goals must be realistic. Expectation management is crucial for event organizers, as it is obvious that preparing for even the biggest event will not be able to solve all the problems faced by the host city or country;
- planning and management of the heritage should be entrusted to existing bodies of state power and business, which will continue their activities after the end of the sporting event and will be able to control the effective use of the heritage;
- a clear allocation of roles and responsibilities in the area of planning, development of management systems and implementation of ongoing heritage related operations;
- information on heritage goals and objectives should be shared by all stakeholders, including members of the general public;
- when decisions are needed that can have both positive and negative effects (for example, a new sports facility will provide improved opportunities for sports, but its construction may have a negative impact on the environment), the general needs and priorities of city and region development;
- some flexibility is needed in the planning and implementation of heritage plans, as the goals of these activities may change over time under the influence of external events and decisions.

Comparing the achievements of the 1994 Lillehammer Olympics, which first directly addressed environmental requirements, such as using renewable energy at the Sydney 2000 Games or the complete transformation of the lower Lee River Valley in London on the eve of the 2012 Games, it becomes apparent what progress has been made in the field of sustainable development by the Olympic movement in the last 20 years. Tourin-2006 (TOROC) was the first Organizing Committee to establish a committee that complies with environmental requirements and has been certified by ISO 14001 by the International Organization for Standardization. Turin-2006 also used the

methodology of the European Union Environmental Management and Audit (EMAS), which made it possible to evaluate and report on the environmental performance. The organizers of the Games in Turin considered improving environmental quality as an important component of the Olympic legacy. Considerable work has been done to protect river banks, restore forest plantations, and apply environmentally friendly engineering solutions to compensate for unstable hydrogeological conditions, prevent landslides and strengthen unstable slopes. The 2010 Vancouver Olympics are the first Winter Olympics organized on the basis of a full-fledged sustainable development platform. The main tasks of the organizers identified social innovation and indigenous involvement. Vancouver became the first Olympic organizing city to ensure that all specially built facilities for athletes' competitions and accommodations will be subject to the LEED (Leadership in Energy and Environmental Design) certification process developed by the Green Building Certification Institute (USA). The certification made it possible to fulfill a number of essential requirements in the field of environmental protection and social involvement at the stage of design, construction and operation of sports facilities, as well as the development of the surrounding territories. (Emery, P. R., 2002).

The 2012 Summer Olympics were organized in London on the basis of a full-fledged sustainable development platform. The focus of the London Games has been on East London regeneration and cultural diversity. The major components of the London Games legacy have emerged in the following areas: promoting a healthy lifestyle, mass sport and physical activity; creating new economic opportunities for growth; socio-cultural changes; modernization and improvement of urban infrastructure and environment. Obviously, the Sustainable Development Challenges set by the London Games organizers in 2012 are far more complex than the environmental issues first introduced by the 1994 Lillehammer Games organizers. Understanding the role, opportunities and responsibilities of sports and the biggest sporting activities in the field of sustainable development has expanded significantly over the years. This evolution has been reflected in the accumulation of knowledge, practical experience and the creation of tools and standards that allow event organizers to integrate sustainable development principles into the planning, organization and evaluation of events. The launch in 2012 of the new international standard ISO 20121 "Managing the Preparation and Conduct of Measures in accordance with the Principles of Sustainable Development" was an innovative result of the joint activities of the IOC and the existing Organizing Committees. This standard aims to significantly change the approach to building management systems in the preparation of major championships, forums and other events, taking into account their economic, environmental and social impact. ISO 20121 has been developed using the experience of representatives from more than 30 countries. The ISO / PC 250 Committee Chairman, in his statement on the approval of the standard, stated that the new standard around the world would provide activities for the preparation of business, cultural and sports events, "organized in a new way, taking into account the principles and requirements of sustainable development at each stage of planning and conducting events. This standard has the potential to create an industry of activities that meet the requirements of sustainable development, and is a significant contribution to the legacy of the Olympic Movement and the cities-organizers of the Games (Emery, P. R., 2002).

Conclusions:

Studies of the Olympic legacy and the role of sport in the context of sustainable development have received much attention in recent years, but no clear conclusions have been made so far. Research findings confirm the positive role of sporting events, especially the Olympic Games, as a catalyst for change for the better, primarily in the social and economic spheres. On the other hand, there are some examples that indicate the possibility of a negative impact, mainly on the environment. However, as IOC President Jacques Rogge points out, "this is not a question of whether sport contributes to the development of society; we all agree that it does. The reality of the issue is to make sport's contribution to development most effective" (Manzenreiter, W., 2005). Of course, the introduction of a sustainable development management system into the planning, preparation and conduct of sporting events, taking into account the experience of the Olympic movement, can answer this question.

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