
SUSTAINABLE DEVELOPMENT IN THE OLYMPIC MOVEMENT IN THE XX–XXI CENTURY

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Резюме. Наведено основні положення концепції сталого розвитку в олімпійському спорті, напрями природоохоронної діяльності спортсменів, організаторів спортивних змагань і виробників спортивної продукції, а також положення «Олімпійського порядку денного 2020». Дані дослідження доповнюють та розширюють теоретичні положення природоохоронної політики в олімпійському спорті.

Ключові слова: олімпізм, олімпійський спорт, сталий розвиток, природоохоронна діяльність.

Резюме. В статье рассмотрены основные положения концепции устойчивого развития в олимпийском спорте, направления природоохранной деятельности спортсменов, организаторов спортивных соревнований и производителей спортивных товаров, а также положения «Олимпийской повестки дня 2020». Эти исследования позволяют дополнить и расширить теоретические основы экологической политики в олимпийском спорте.

Ключевые слова: олимпизм, олимпийский спорт, устойчивое развитие, охрана окружающей среды.

Problem. The 21st century referred to as the «century of the environment», and people are being tested regarding their relationship with the environment of the earth. With the increasing global interest toward environment issues many organizations beginning with the UN have perceived environmental issues to be of urgent importance for the future existence and prosperity of humans. In order to resolve the environmental issues of today, we must deepen our awareness of the relationship between the environment and people while we understand the current state of social economics and so on that is causing these concerns.

Considerable material concerning the interpretation of the concept of «sustainable development» and the directions of its application in sports is contained in the publications of the IOC, NOCs, including documentation of the Sport and environment commissions, as well as in scientific articles, speeches, media interview of the Olympic movement's leaders, such as J. Rogge, 2016, P.Schmitt, 2015; H.R.H. Prince Albert II of Monaco, 2016; Emir Sheikh Sabah Al-Sabah, 2015; S.Bubka, 2014.

The theoretical basis for implementation of the sustainable development in sport forms the specialists of such scientific institutions, as International and National Olympic academies, Centers for Olympic educations, International academy for sport science and technologies, sports universities etc.

The study of the content of sustainable development in the Olympic sports, as a phenomenon, given not only the internal needs of the Olympic movement, but also, above all, the requirements of modern society is required in detailed scientific analysis. In particular, a prerequisite of implementing sustainable development in the Olympic movement has insufficient evidence, the principles and main directions of

sustainable development in the Olympic sports are not defined, the ways of cooperation of the Olympic organizations with governmental and non-governmental organizations concerning the implementation of environmental projects do not have a thorough analysis.

Interrelation of the research with scientific programs. The researches were done in the frames of scientific theme 1.7 «Theoretical substantiation and definition of the forms and tools for implementation of the innovative technologies in sport management in Ukraine» of the scientific-research work of the NUPESU.

The purpose of the work is to analyze the main directions of sustainable development in the Olympic movement.

The methods and organization of researches. The following methods were used: literature analysis; method of system analysis; comparative method. A large amount of information in both official and periodicals, organizational structures of Olympic sports on the issue of ecology and sport was collected and analyzed.

Results of the investigation. Upon entering the 1980s, the new concept of «sustainable development» that does not simply focus on economic growth, but balances «environmental protection» and «economic development» was proposed [1]. In accordance with this idea of sustainable development, international organizations with the UN as the core announced the Rio Declaration, which follows the basic principle of carrying out developments that do not destroy the environment, at the Earth Summit held in Rio de Janeiro, Brazil in 1992. Along with this they also adopted «Agenda 21», an action plan on a global scale. However, over 20 years have passed since the summit in Rio and fortunately the goals are far

from being achieved. The overall environmental issues around the world have become worse with global warming, atmosphere pollution, sea pollution, destruction of the ozone layer, acid rain, widespread desertification, trans-boundary movement of hazardous wastes, the diminishing of the diversity of organism and extinction of species due to climate changes, deforestation, and water shortage.

Furthermore, natural resources are becoming depleted at an incredible rate. While society has not yet fully agreed regarding the necessity to take action for resolving environmental issues, pollution is caused by unsustainable actions, becoming a threat not only for ecosystems of the earth but also for the earth's environment.

In order to organize the relationship of «sport and the environment» two aspects should be understood. The first is the point that the increase in sports participation has created a shortage in sport facilities. Responding to the need results in destruction of nature habitat, along with the predictable energy consumption, pollution increase, and production of waste. For example, as negative outcomes due to sports there are:

- the destruction of nature that accompanies large-scale developments such as the construction of a stadium, swimming-pool or ice arena, etc.;
- the destruction of the ecosystems of plants and animals due to loss of nature habitat;
- light pollution and noises caused by lighting facilities;
- problems with trash that are ill disposed and scattered;
- remains of contaminations and insecticides that accompany facility management, issues with water pollution including rain run-off;
- increase of traffic on newly constructed roads, issues with atmospheric pollution.

The second point is that the now deteriorated environment has a bad effect on the health of sports participants, and that the environment of sports may not be available due to the effects caused by changes with the earth's environment. In short, factors for enjoyment are steadily being minimized. As one of the causes, the reduction in amount of snow due to the warm winters strikingly reduces all winter sport participation.

The UNEP announced its prediction that as an effect of global warming, there is the fear that the amount of snowfall in many ski sites around will dramatically decrease as early as by 2030, and that the management of ski sites will become difficult. It is said that temperature will rise by approximately three degrees over the next 50 years, and the elevation of areas with enough snowfall for skiing will be raised from the currently approximate 1,300 meters to around 1,500 to 1,800 meters. In the worst case,

all nine ski cities in Australia will be gone. Even in Switzerland there is the fear skiing will become impossible in close to 60 percent of its sites [6].

In this way, negative relationships prevail in today's «sport and global environmental issues», and there is the fear that natural environments will be destroyed by sports activities. Until now there has been the image of «sports=health» [8]. However, these things have to come to the point where if there is no sense of logic or morals to sports, it can have negative impacts on the health of participants as well as the global environment.

As the destruction of nature has been induced by the development of modern society until now where more emphasis was placed on amount rather than quality, the obsession of «more and more» of modern society that tries to continue to grow as well as develop even bigger can now be also felt in the world of sport. For this reason, efforts for protecting nature and preserving the environment are no longer exceptions, even in the Olympic sports. Today the Corporate Social Responsibility (CRS) of competition organizations that hold events, extensive efforts toward environmental issues are being demanded. Similarly, the trend of sport products manufacturers as well as sport related industries fulfilling CRS is becoming a must today. Regarding these protections for nature as well as environment preservation, the entire sports industry is becoming required to work together for fitting sports and the environment together and developing it.

For example, if sports enthusiasts, sports competition groups, and related industries promote both «environmental preservation on locations of sports» and «education of environmental issues through sport», sports will be able to play a role in the solution of global environmental issues.

When considering the role of Olympic sports from a viewpoint of «securing the sustainability of the environment», the activities of sports including people are basically those that involve the destruction of nature and environmental pollution. For this reason, efforts as the CRS of various positions (individuals, groups, facilities, manufacturers), in other words «the preservation of the environment in sport scenes» is becoming required.

Athletes are required to fulfill their roles as role models. It is especially important for athletes to send messages about the environment to fans by becoming examples and telling them about the importance of the environment. An athlete's social influence can be used with technological as well as commercial success.

On the one hand, there is a question as to what kind of things athlete, as individual, can do. Basically the action of the three Rs (Reduce, Reuse, Recycle) in daily life can be raised as an example. For these they are required to minimize the use of unnecessary

things as much as possible, carefully use things we regularly use, and separate the trash when we throw it away so it can be recycled into other uses.

Roles of the sports competition organizations for reducing the load on environments of competitions as well as sports events is necessary not only for commercial success, but also in order to raise the social value of sports. It is mainly important to consider the environments with locations of competition venues, construction, structure, management, and transportation. Furthermore, actions to have spectators cooperate are also necessary. For example, by separating and when possible recycling trash and encouraging spectators to use public transportations for moving from one venue to another.

Among them the International Olympic Committee (IOC) was quick to take action toward environmental issues by responding to the measures of the international organizations such as UN (United Nations) and UNEP (United Nations Environmental Program). In addition, each competition organization gradually began various practical activities.

Although the Olympic Games had taken the symbolic steps to support the environmental movement as early as 1972, the IOC's approach changed dramatically after the landmark 1992 UN Conference on Environment and Development, commonly known as the first «Earth Summit». Two years after, in 1994, the Centennial Olympic Congress focused on environment becoming the third pillar of Olympism, along with the sport and culture. The Olympic Charter was amended to clearly engage the IOC to «encourage and support a responsible concern for environmental issues, to promote sustainable development in sport and to require the Olympic Games be held accordingly» [2].

Researches showed that it is necessary to thorough with the preservation or improvement of the environment with the construction as well as management of sports facilities, and the manufacturing as well as distribution of sports products. The point is to be especially careful with the construction and management of the facilities, to be aware that both activities and venues which can disturb ecosystems including by destroying necessary natural habitat. Furthermore, approaches toward the protection of ecosystems as well as use the land and scenery, management of resources and wastes, hygiene and security, noise and light pollution is necessary.

Also sports products manufacturers are required to plan and develop products that consider the environment. For this reason it becomes necessary to reduce the use of chemical substances that have large effects on the environment and manufacture sports products with saving resources as well as energy by improving manufacturing technology in order to advance the active use of recycled materials.

By presenting innovative and realistic solutions, Olympic sports can not only play a role for raising the awareness towards urgent tasks, but also possesses social influence. In recent years beginning with UN, the Olympic movement has shown its attitude to activity work on implement problems called environmental issues by using sports as a tool. As environmental preservation is said to be a never-ending activity, endurance, patience, and continuity is necessary throughout the future. We must have more people understand, one by one, and continue long activities so that they properly acquire the know-how for environmental preservation.

And so, the activity, «Education of environmental issues through sports» by schools and NGOs/NPOs can possess importance as an approach towards global environmental concern. In this there is foundational activity called grass roots, where various activities carried out by Olympic sports enthusiasts that contribute to the protection of the environment is being developed.

Today sustainability is an integral part of Games planning and operations, from the start of the bid phase through to the post-Games legacy phase. Advances and awareness in life-cycle planning, sustainable building design, construction materials, carbon management and other sustainable innovations are becoming standard elements of the Games planning and staging, setting an example and encouraging others to think in the long-term and operate in a sustainable manner.

The IOC is more than ever committed to working with the UN to ensure the sports plays significant role in the post-2015 Development Agenda. This importance role was duly recognized in September 2015 when the UN General Assembly adopted the post-2015 document that included a direct reference to the benefits and the importance of sport. Paragraph 37 of «Transforming our World: The 2030 Agenda for Sustainable Development» reads: «Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives» [2].

Based on evidence-support research and the past experience, the IOC has urged and will continue to advocate the inclusion of sport in development agenda initiatives with the following objectives:

- promote sustainable cities and human settlements;
- promote health and the prevention of non-communicable diseases;
- achieve quality education through value-based learning;
- promote gender equality, including the empowerment of girls and women;
- contribute to peaceful and non-violent societies;

- develop human capital and human potential [2].

Under the leadership of President Bach, the IOC reaffirmed its commitment to environmental protection and sustainable development in its Agenda 2020, a strategic roadmap for the future of the Olympic movement that was unanimously approved during the IOC 127th Session held in December 2014 in Monaco. The forty detailed recommendations that make up Olympic Agenda provides the Olympic movement with a clear vision of where it is headed and how it can protect uniqueness of the Games and strengthen Olympic values in society.

To that effect, Olympic Agenda 2020 has led to a fundamental change in the process of selecting Olympic Host cities, with a much stronger emphasis on sustainability. The cities bidding for the Olympic Games now much more flexibility to design Games that respond to their legacy needs, rather than trying to fit a template. There is no one-size-fits-all approach to hosting the Games. As president Bach said in front of 1,000 Mayors from around the globe at the 21st United Nations Climate Change Conference (COP 21) in Paris, «We are now asking the cities how the Olympic Games can serve best as a catalyst for their long-term and development plan and then we are considering how can adapt the Olympic Games to the sustainability needs of the different cities» [2].

Sustainability and the environment concerns are embedded through many of the recommendations. Recommendation number four i.g. «Include sustainability in all aspects of the Olympic Games» and recommendation number five i.g. «Include sustainability within the Olympic Movement's daily operations» however specifically highlight the importance of these topics for the Olympic movement and its future.

The IOC is fully committed in using its global reach and the convening power of sport to support and to achieve the goals of sustainable development.

Conclusions and perspectives for future research.

The Olympic movement nowadays has started to think about its role to fulfill with the protection of the environment, as harmonization and coexistence with the environment is being demanded. Olympic sports are responsible for actively committing itself to sustainability, and it will become important to aim for the future «greening» sports. Green refers to situations where effects on the environment are kept to minimum at that point, and in order to aim for the greening of sports the following objectives can be raised:

- adopt basic green game logic and spread them;
- understand the goals of «sustainable sports», and advance towards that;
- lay down rules that will lead to something more sustainable;
- use «tools» that serve as help for us to make our games green at all levels.

In other words, the key for the relationship of a «global environment» and «Olympic sports» is «sustainability». As researches showed, the importance of green sports to invent a healthy future should be recognized. Whatever sport's development of the future will be, damages towards the environment must be minimized and awareness towards the nature protection must be prioritized.

Recommendations. These results could be implemented into practice of sports organizations in order to make everyone involved in sports aware of the environmental challenges and to promote action in solving them. They help to understand the current level of understanding among Olympic family members about environmental problems. To solve the fundamental ecological problems we need more than energy saving and recycling; we need people to unite in creation of a new society that promotes sustainable development.

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