

# Glasgow 2014 The XX Commonwealth Games

## Global Reporting Initiative: Event Organisers Sector Supplement disclosures - A snapshot perspective

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(Note: This article is an opinion piece, representing the author's own views and written in the ethos of GRI)



## EO 1 – ECONOMIC: Impacts and value creation as a result of sustainability initiatives



Furniture, Fixtures & Fittings from London 2012 Olympics



Host Broadcaster Training Initiative

At Glasgow 2014, we promoted the use of resources in a way that is both efficient and responsible, and will leave a lasting legacy for Glasgow. We wanted to embed the economic benefits of sustainability into our thinking. Examples of our sustainability initiatives:

- **Furniture, Fixtures & Fittings from London 2012**

**220,000 items** of Furniture, Fixtures and fittings from the Athletes Village at the London 2012 Olympics were reused in the Athletes Village at Glasgow 2014. We also wanted to take into account the environmental impact of transporting these from the South East of England to Scotland. Using Carbon Footprint calculations, we compared sea, road and rail transport options. Transporting by sea was the best option in terms of limiting our carbon footprint and making efficient use of resources. We transported **350 shipping containers by sea** from London 2012 to Glasgow 2014.

- **Sustainable Procurement**

We adopted a sustainable procurement policy for the purchase of goods, services and sponsorship. The policy highlights the importance of sustainable, ethical and socially-aware resourcing. Sustainability considerations were embedded throughout the procurement process and captured in awarded Games contracts.

- **Training Opportunities**

Glasgow 2014 and its partners wanted to ensure a skills and employability legacy, and collaborated on a wide range of initiatives. For example, **The Host Broadcaster Training Initiative** gave creative more than 600 media students from 14 colleges and universities across Scotland a boost to their career with experience at the Games. *{This was run by Host Broadcaster for the Glasgow 2014 Commonwealth Games, and Creative Loop, Scotland's talent development hub for the creative media industries}*



## EO 2 – ENVIRONMENT: Modes of transport taken by attendees as a percentage of total transportation and initiatives to encourage the use of sustainable transport options



Promoting 100% spectator travel by use of public or sustainable transport



Nextbike – Scotland's first major cycle hire scheme

Glasgow was billed as '**the Public Transport Games**' and the transport strategy promoted 100% spectator travel by use of public or sustainable transport. No spectator parking was possible at or adjacent to venues, and all competition venues had bicycle parking facilities available outside the venue perimeter fence. Our initiatives to promote sustainable transport included:

- **Glasgow 2014 Tickets**

Event tickets included the cost of public transport in the local area on the day of the event. Spectators were asked to present an event ticket, valid for that day, in order to travel. Staff, volunteers and other accredited personnel could use their accreditation passes to access these services for three and a half weeks, covering the period leading up to the Games as well as Games Time itself.

- **Communications – Active Travel**

Estimated journey times to sport and Festival 2014 venues from transport hubs were displayed on dedicated signs. Communications materials encouraged spectators to soak up the atmosphere between venues on foot or bike, and to take advantage of the 13.6km of new and refurbished walking and cycle paths, such as recently improved active travel routes **Clyde Walkway** and the **Connect Bridge to Nowhere**.

- **Nextbike**

Scotland's first major cycle hire scheme launched in Glasgow in the run up to the games. 400 bikes are made available at 31 permanent locations across the city, with an additional 6 temporary locations during Glasgow 2014.

{This is a Partner Organisation Glasgow City Council project}

## EO 3 – ENVIRONMENT: Environmental and socio economic impacts of transporting attendees to and from the event and initiatives taken to address the impacts



BP Target Neutral Carbon Management Programme

Glasgow 2014 identified that we had clear opportunities relating to the reduction of emissions in spectator travel. Spectators at the Commonwealth Games were encouraged to offset the carbon footprint of their travel to Glasgow by registering their journey online

- **BT Target Neutral**

BP's not for profit carbon management programme, BP Target Neutral, calculated the amount of carbon from each journey registered on their website and offsetting the emissions by donating a tree for every trip logged on the website.

- **16,984 journeys offset**

The trees will be planted in woodlands in the Glasgow area after the games, on behalf of participants. A total of 16,984 journeys were offset.

*{The project is a partnership between Glasgow 2014 BP Target Neutral, The Forestry Commission Scotland, Woodland Trust Scotland and The Commonwealth Woods}*

- **Games Fleet**

A Fleet of brand new vehicles were provided by Ford, including a number of electric vehicles. All fleet diesel and petrol vehicles used BP's Ultimate low-emission fuels.

## EO 4 – SOCIETY: Expressions of dissent by type, issue, scale and response



Glasgow 2014 Environment Forum



Strathclyde Country Park - Triathlon

We worked closely with all relevant external Stakeholders to ensure that there were relevant platforms to raise sustainability concerns and that these were addressed. For example:

- **Glasgow 2014 Environment Forum**

We worked with the Scottish Government in running the Glasgow 2014 Environment Forum which acted as an independent assurance group comprising statutory and non-statutory environmental organisations and regulatory bodies. This group was a key driver in pushing forward the sustainability agenda and acted as an independent insurance body to whom we communicated Games-related sustainability progress.

- **Strathclyde County Park – Loch Water Quality**

In conjunction with relevant partners, Glasgow 2014 worked to prepare the loch to comply with the standards set by the International Triathlon Union. Having previously occasionally experienced elevated levels of blue-green algae, work has been done to prevent blooms happening during the Games to meet water quality regulations for a world-class Triathlon event. This includes the creation of a designated swim area, separated from the main loch using a series of engineered physical barriers. Once separated the water was treated. This is a well-tested and approved method of algal control which does not affect the wider ecosystem of the swim area and ensures other organisms in the loch continue to thrive. The successful water treatment and segregation, along with ground works including the upgrading of the roads, paths and venue infrastructure, ensured a facilities legacy.



## EO 5 – SOCIETY: Type and impacts of initiatives to create a socially inclusive event



Family friendly ticketing strategy



Over 50,000 people applied to be a Volunteer Clyde-siders in the biggest-ever Commonwealth Games recruitment drive

The Glasgow 2014 Commonwealth Games are committed to delivering a socially inclusive event and delivering 'The Peoples Games'. Some of the highlights are:

- **Ticketing**

Two-thirds of tickets to were priced at £25 or less. A family-friendly ticketing strategy focused on delivering packed stadia and a 'Games for Everyone'. Half-price concessions were available for children - a Commonwealth Games first - and the over-60s. The price of a ticket includes access to public transport in the local area on the day of the event.

- **Volunteers**

12,500 people volunteered as Clyde-siders during the Games. Over 50,000 people applied to be a clyde-sider, this was more applications than Manchester 2002 and Melbourne 2006 combined. Applications came from people of all backgrounds and ages, with 38 per cent from young people aged 16–25. The Glasgow 2014 Commonwealth Games was the first to welcome volunteers as young as 16 years of age on application.

A £500,000 **Legacy 2014 Volunteering Pot**, provided in partnership with the Big Lottery Fund and Scottish Government, helped volunteers overcome practical and financial barriers to help provide valuable new skills and experience.

Clyde-siders received the support of an additional **1,200 Host City Volunteers** recruited by Glasgow Life to guide visitors around the city and to provide information about sports programmes, Festival 2014 venues and cultural activities.

## EO 6 – SOCIETY: Type and impacts of initiatives to create an accessible environment

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Glasgow National Hockey Centre – one of the competition venues

Glasgow 2014 aimed to make our venues, communications and services as accessible as possible. Before, during and after the Games, we're working to make sure under-represented groups can access Games related opportunities – from jobs and volunteering, to accessing tickets. We want to use the power of the Games to change attitudes by celebrating diversity in everything we do and by delivering a truly inclusive sports programme.

Some of the initiatives are:

- **Assistive Technology**

Various forms of assistive technology was provided across many venues, including audio description commentary and hearing enhancement technology. Spectators were able to take advantage of the audio description commentary with the aid of a hand-held audio receiver, free of charge.

- **Venue Overlay and Access**

A common set of standards for access and inclusion was applied to temporary overlay and to enhance accessibility across Glasgow 2014 venues and the Athletes Village. The aim is to ensure provision is accessible, usable, cost efficient and enhances the Games experience for users across all client groups in front and back of house areas.

- **Accessible Communications**

People with accessibility requirements could request large-print Word, Braille or audio formats on all published output.

## EO 7 – PRODUCT RESPONSIBILITY: Number and type of injuries, fatalities and notifiable incidents for attendees and other relevant stakeholders

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St Johns Ambulance

The Glasgow 2014 Commonwealth Games welcomed 6,500 athletes and officials to the Games. There were over 1.3 million tickets sold for sporting events and more than 600,000 unique visitors to Scotland's largest ever sporting and cultural festival between 23 July and 3 August 2014.

- **Medical Services**  
It was important to successful provision and delivery of medical services at Glasgow 2014, helping athletes, officials, volunteers, and spectators to have a positive Games experience.
- **Fuel Spill Kit Training**  
Sustainability is an important consideration in Health & safety, particularly relating to identifying, mitigating and dealing with pollution incidents at Games time. We provided eco-spill kit training to relevant staff members, including how to project waterways and drainage systems.



## EO 8 – PRODUCT RESPONSIBILITY: Percentage of an access to food and beverage that meets the organiser’s policies or local, national or international standards



Food charter



A poster showing food and beverage suppliers from across Scotland

Scotland is a land rich with natural produce. The foods reared, grown and made here represent quality – a value which people around the world attach to '**Scotland's larder**'. Through consultation with partners and external agencies, **The Commonwealth Games Food Charter** was produced to demonstrate our commitment to taking proper account of the sustainability in the food provided at the Games. Appointed caterers were required to sign up to the Food Charter, which will serve as a blueprint for major sporting and cultural events held in Scotland beyond the Games. Central to the Food charter is:

- The **Food Sourcing Code** – which details the requirements for food that we need to procure for consumption at the Games; and ends with the way that waste is reduced with an emphasis on re-use, then recycling of resources, prior to the processing of any residual matter.
- **Responsible Sourcing** – working with suppliers to ensure responsible sourcing of food products including:
  - The use of food that respects Scottish and UK animal welfare standards (or equivalent EU country standards)
  - Menu composition that considers the balanced use of whole animals
  - Food sourcing regionally from Scotland, and the UK or EU countries which minimises transport costs and associated emissions
  - Where possible, where it represents best value and best quality a '**buy local first**' approach
- **Free access to drinking water** for spectators and workforce at Games venues

## EO 9 – SOURCING: Type and sustainability performance of sourcing initiatives



Waste streaming at venues- Food and Compostable packaging

Glasgow 2014 set a high benchmark with regards to sustainability with involved sourcing sustainably, ensuring that all required goods and services are procured to an end that demonstrates, wherever feasible, ethical, social, environmental and economic benefits.

- **Sustainability Procurement Policy**

This benchmark has been clearly set out in the Sustainability Procurement Policy. Sustainable procurement is the value for money sourcing of products and services taking into account environmental, social and ethical aspects over the whole product or service lifecycle. Glasgow 2014 views this as an essential and efficient business practice which is integral to Games planning and delivery.

- **Compostable Packaging**

An example of sustainable sourcing of products is compostable packing. Glasgow 2014 undertook extensive consultation with its catering suppliers to ensure all disposable food packing conformed with EN13432:2000 *Packaging: requirements for packaging recoverable through composting and biodegradation* – this would be through certification to BSEN 13423 or accepted equivalent certification. With the CCW team, the Environment and Sustainability team have examined all disposable food packaging, and have ensured that all items meet the required certification. This is in order to reduce the risk of food and compostable packaging being contaminated.

## EO 10 – SOURCING: Type, amount and impact of benefits, financial and in kind, received by the event organiser from suppliers



Glasgow 2014 Official Commonwealth Games Partners, Supporters and Providers.

Glasgow 2014 has clear and strict ethical policies in place for managing risks associated with its engagement with prospective and contracted suppliers.

- **Sponsorship Revenue**

A portion of sponsorship revenue was receivable as value in kind rather than cash.

- **Glasgow 2014 Accounts**

Glasgow 2014 accounts are fully audited in accordance with UK law and its Annual Business Plan and Financial Statements provides an overview of revenue and operating expenditure. More detailed information on income, expenditure, statements of financial position and supporting notes can be found in Glasgow 2014 Limited Report and Financial Statements, available on the Glasgow 2014 website.

- **Gifts and Gratuities**

All members of staff received gifts and gratuities training. This included signing the Glasgow 2014 Limited Gifts and Gratuities Policy. A Gifts & Gratuities Register was made publically available on the Glasgow 2014 website.



## EO 11 – LEGACY: Sustainability initiatives designed to raise awareness share knowledge and impact behaviour change as results achieved



Clyde, Glasgow 2014's friendly mascot with a Venue Sustainability Champion encouraging people to recycle



A recycling ambassador at Festival 2014

In order to help us promote sustainability initiatives across all relevant stakeholders including colleagues, 15, 000 volunteers, suppliers, contractors and members of the public we developed two key volunteer ambassador programmes:

- **Venue Sustainability Champions**

We recruited and trained over 50 venue sustainability champions to help us deliver a sustainable and environmentally responsible games. Our champions were based at both competition and non-competition venues and helped us to promote key sustainability messages, such as putting up sustainability posters in back of house locations at venues and helping us to ensure that waste was being segregating properly.

- **Recycling Ambassadors**

More than 80 recycling ambassadors volunteered at Glasgow Green and Kelvingrove bandstand Live site, part of Festival 2014, the arts and cultural festival run alongside the Commonwealth Games. Like Glasgow 2014, Festival 2014 operated a sustainability policy which encourages all festival goers to separate their waste for recycling. Volunteers helped the public to dispose of their waste in an appropriate manner.

*{This is a Festival 2014 project being delivered by Forestry Commission Scotland and partners}*

## EO 12 – LEGACY: Knowledge Transfer of best practice and lessons learned



Transfer of Knowledge Video Case studies

Talking to people and creating interactive content has been the most dynamic and effective way for us to communicate and share our experiences. Some of the things we have been doing are:

- Production of **Transfer of Knowledge Video Case studies** in the areas of Waste, Food and ISO 20121 to share with The Commonwealth Games Federation, our Partners and interested parties within the sustainable event industry
- Participating in social media learning events, including a Google Hang out: **How to organize events that are good for the planet.** The panel included sustainability professionals from Rio 2016 Olympics, London 2012 Olympics, Glasgow 2014 Commonwealth games and the Chair of the committee that developed ISO 20121, the globally-recognized standard for running a sustainable event.
- Establishing and taking part in groups such as the Glasgow City Council ISO 2012 Working Group and Scottish Government Chaired Glasgow 2014 Environment Forum



## EO 13 – LEGACY: Physical and technological legacies



Cuningar Loop Riverside Woodland Park



The Athletes Village

The Glasgow 2014 Commonwealth Games leaves behind many physical legacies for the city and its people. Some of the highlights being delivered by Glasgow 2014, Glasgow City Council's 20 Greener Legacy Projects and Legacy 2014 Projects are:

- The Legacy of the “**Glasgow Solution**” – technologically-led transformation of Hampden Park, Scotland's national Stadium, a revolutionary solution which has raised the surface by almost two metres, gaining the width and length required for an IAAF-approved Athletics track. This is the first time this technology has been used on this scale to deliver a world-class Athletics event. With IAAF approval, the approach is already being termed the 'Glasgow solution' in worldwide Athletics circles, with widespread interest in the potential it creates for a range of venues to host world-class athletics events.
- **Cuningar Loop Riverside Woodland Park** (pictured) – situated within the Clyde Gateway regeneration area and close to the Commonwealth Games Athletes' Village. Once complete, this 15 hectares Park will incorporate a range of paths, recreational areas (including an events hub), and outdoor activities to help visitors have fun and get active outdoors  
*{This is a Legacy 2014 project being delivered by the Forestry Commission Scotland and partners}*
- **Athletes Village Energy Centre** – which will provide hot water for over 700 homes, as well as the Emirates Arena & Sir Chris Hoy Velodrome and the 120-bed care home on the site  
*{This is a Glasgow Greener Legacy project}*
- **The Clyde Walkway Project** – improving the active travel walkway along Glasgow's famous river Clyde which connects Glasgow's City Centre with the other parts of the city, to enable people to walk, cycle and run around the city more effectively  
*{This is a Glasgow Greener Legacy project}*