

## Report - How to Plan a Sustainable Event – Part 2

Sustainability, a Major Factor in Achieving Successful Games in Tokyo: Tokyo 2020 Games as a successor to the London 2012 Games' Legacy

Date	Tuesday, April 22, 2014 15:30-17:30 JST in Tokyo
Venue	Lambuth Hall, Kwansei Gakuin University, Tokyo Marunouchi Campus Sapia Tower 10th Floor, 1-7-12 Marunouchi Chiyoda-ku, Tokyo
Organizer	Caux Round Table Japan, CERESPO CO.,LTD., SGS Japan Inc.
Language	Japanese and English

On April 22, 2014, Caux Round Table Japan (CRT Japan) in collaboration with Cerespo and SGS Japan held a joint conference on sustainability as a major factor in achieving successful Games in Tokyo 2020 as successor to London. 28 people from 26 organizations participated in Part 2 conference, and with the participants of Part 1 conference in March 18, 42 people from 33 organizations, totally 70 people from 59 organizations participated in the series of conferences.

In Opening Remark, Nobuharu Suzuki, Managing Director of SGS Japan addressed importance of planning and operating the Games based on the globally acknowledged standard and exhibiting it to the global society, in order to achieve successful Games in Japan. Therefore it is also important for businesses to exercise their actions in an integrated manner, he said.

Thereafter, some of the key organizations and execution processes of the sustainability efforts for the London Games were presented by Miho Okada, Director of CRT Japan, and two video messages from Gerry Walsh, Head of Procurement for LOCOG and Jonathan Pauling, Principal Policy Officer, Food Programme, Greater London Authority were delivered on subjects of “Sustainable Supply Chain” and “Sustainable Food” respectively introducing their activities in the London Games.

Hidenobu Tadano, Japan Sports Volunteering Network, then, delivered a lecture entitled “Volunteering in terms of the sustainability”. He presented definition and characteristics of the sports volunteering and introduced a data of sports volunteering execution rate, drawn from a research by Sasakawa Sports

Foundation and specific examples of the volunteer activities from Tokyo Marathon. The lecture also covered some of the approaches taken for sustaining and improving motivation of volunteers at the time of London Games, as well as potential roles the volunteers can play in the context of sustainability.

Another video message “Mega-Sporting Events and Human Rights” by John Morrison, Institute for Human Rights and Business followed the lecture. He highlighted an issue of temporary workers and human rights based on his experience of human rights due diligence activity with 5000 hotels in London, addressed significance of applying such activities to other events or cities and succeeding it as sustainable resource, not regarding it as one time experience. In addition, he emphasized importance of understanding/capturing relevant human rights issues in a wider context of the business. Then Miho Okada introduced envisaged human rights issues and stakeholders by event life cycle, based on “Striving for Excellence: Mega-Sporting Events and Human Rights” published in 2013 by Institute for Human Rights and Business.

After that Hiroshi Ishida, Executive Director of CRT Japan, presented a view of global expectation that Japanese business and NGOs/NPOs should closely coordinate their efforts and focus on sustainability issues towards the Games in Tokyo 2020, and emphasized that Japanese business should take such joint efforts as opportunities rather than risks. He also shared a view of how CRT Japan is planning to engage in the Games and its future direction.

Finally Atsuya Okamoto, Managing Director, Cerespo Co., Ltd. delivered a closing remark. He identified spirit of the Olympic Charter is a source of principle of actions for sustainability and the Olympic/Paralympic Games, and quoting the IOC Press Release on April 21 clearly addressing importance of respect for “inclusion”, “elimination of gender discrimination” and “human rights” by the host cities. According to the principle, Japan should meet the global expectations with respect of human rights, have a mindset that the Games is an opportunity to change the society, and create invisible legacy.

Reassuring that it is our duty to appropriately relay a baton, not only from London to Rio and from Rio to Tokyo, but also to subsequent host cities of the Games, he concluded with his hope to continue discussion based on the view shared in this seminar.