



# 20/20 Foresight

Letters, contributions and comments can be mailed to: info@ioccc.ca

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## IOCC launches 20/20 Project with Healthy Communities/Healthy Olympics forum

The Impact on Communities Coalition (IOCC) launched its 20/20 Project with the *Healthy Communities/Healthy Olympics* forum. The event attracted over 90 people from the private sector, community groups and NGOs, VANOC, governments, health care researchers and academics to the Wosk Centre for Dialogue on January 27.

Between 2006 and 2012, the 20/20 Project will measure the social, economic and environmental impacts of the 2010 Games on communities in the Greater Vancouver Regional District and the Sea to Sky corridor.

“At *Healthy Communities/Healthy Olympics*, people cross fertilized their ideas about what the IOCC could do to define and create healthier communities in a social and economic sense,” says Dr. Rob VanWynsberghe, Director of 20/20 Project research.

The forum heard from keynote speaker Bruce Kidd, Dean of the Faculty of Physical Education and Health

at the University of Toronto, former Olympic athlete, honorary member of the Canadian Olympic Committee, and member of the Toronto bid committees for the 1996 and 2008 Olympics.

“Vancouver, with the strength of its community organizations, universities and colleges, and inclusive political tradition, and the commitment of VANOC to sustainability, is in an enviable position to advance this agenda and set your stamp on it,” Kidd said. “It could be your most important contribution to the Olympic Movement and the world.”

The IOCC will release the 20/20 Project Workplan on March 8, 2006, at 6:00 pm at UBC Robson Square, 600 Robson St. The 20/20 Workplan is based on the ideas and suggestions generated by partici-

pants at the January forum. The event is part of the Living the Global City, a UBC sponsored series of lectures, panel discussion and community events.



“We will respond to what emerges around the Games with advocacy,” says Rob VanWynsberghe, Director of 20/20 Project research.



*Healthy Communities/Healthy Olympics* working sessions provided the IOCC with strategies, guidance and assistance to help measure the social, economic and environmental impacts of the 2010 Winter Olympic and Paralympic Games on the region.

“It’s up to us to form the strategies collectively.”  
Linda Coady, VP of Sustainability, VANOC.



“Much of the support for hallmark events like the Olympic Games comes from the desire to maintain increases in property values.”  
Dr. Elvin Wylie, UBC Geography Professor.





## VANOC turns down Sydney labour model

**With four years to go** to the 2010 Olympics, costs for the mega-project have already soared \$110 million over budget. Much of the overrun is due to rising construction costs that could have been avoided, according to the head of B.C.'s unions.

"We've been negotiating with VANOC since the bid was accepted to get a similar accord set up as was done in Sydney, where labour was a partner in developing and producing the Games," says Wayne Peppard, Executive Director of The British Columbia and Yukon Territory Building and Construction Trades Council (BCYT).

Juan Antonio Samaranch, former President of the International Olympic Committee, proclaimed the Sydney Olympics "the best games ever," and urged future Games to use the Sydney Model to achieve the best conditions and the best products. The Sydney Model ensures decent conditions and wages, guarantees that facilities are built on time, provides training for employees, and follows all relevant industrial regulations.

An agreement between organized labour and VANOC would have allowed the unions to provide

training to avoid the current skills shortage that is driving up costs in the construction industry.

"We made an offer in 2003 to set the benchmark for labour costs which VANOC refused," Peppard says. "We're more than happy to make more money, but of course that all comes out of the taxpayer's pocket."



The 1976 Montreal Olympics are estimated to have run more than \$1 billion over budget. The bill was paid off in 2006 — 30 years after the Games began.

The BCYT and the Vancouver and District Labour Council joined the IOCC in 2004. The coalition is working to ensure that VANOC keeps the commitments made by the Bid Corporation, including the promises made in the Inner-City Inclusive Commitment Statement regarding employment and training.

The IOCC wants VANOC to provide training and employment for local underemployed citizens and First Nations. Mega-projects like

the Olympics provide excellent training and skill building opportunities

"What we have here is an incredible opportunity for a lasting legacy," says Peppard. "We hope the legacy is for the construction industry to be healthier and stronger, and that there will be more full apprentices in the system to alleviate the problems that we are facing now with an aging work force."

## IOCC unites community to fight for Olympic Housing Legacy

Although the IOCC mobilized 46 community groups and citizens to speak to City Council at a marathon public hearing over the inclusive housing policy at South East False Creek, Council rejected the mix of one third low, moderate and high income households on the site of the future 2010 Athletes Village.

"An affordable housing legacy was a key part of Vancouver's successful bid for the 2010 Olympics," says Linda Mix, IOCC Chair. Originally, the Athletes Village was intended to have one third low, moderate and high income households.

"Backing down on this housing commitment will

give the Games a black eye and the City of Vancouver will be criticized internationally for this broken promise," Mix says. "A neighbourhood with twenty percent low-income households and eighty per cent wealthy households is neither desirable nor sustainable."



Southeast False Creek, future site of the 2010 Athletes Village.

"As a membership organization representing low-income people, ACORN' is deeply troubled by the NPA's decision to back away from a truly inclusive development at Southeast False Creek," said John Young, Executive Director of ACORN Canada. "Vancouver is already Canada's least affordable city when it comes to housing. City Hall

sent a very strong and distressing message to low-income families: during the tenure of this council, Vancouver is and will be an executive city."



## IOCC joins VANOC indicator Advisory Committee

**The IOCC has joined VANOC's** OGGI Advisory Committee that will provide advice in the selection of economic, social and environmental indicators for the 2010 Games and preparation of the initial OGGI report.

IOCC members Rob VanWynsberghe of Royal Roads University, and James Frankish, Associate Director of the Institute of Health Promotion at UBC, will provide guidance to VANOC along with the Fraser Basin Council, B.C. Progress Board and Environment Canada.

“To paraphrase De Coubertin, the 2010 Olympics provide a possibility to guide our region toward a great Olympic Idea — that of a healthier community,” Frankish says. “We need a clear vision focussed on reducing health inequities and measurable, public definitions of the impacts of the Games.”

VANOC is using two sets of indicators to measure the socio-economic and environmental impacts of the Olympic and Paralympic Games on the region's communities before and after 2010. The Olympic Games Global Impact (OGGI) program is a standard set of indicators designed by the International Olympic Committee that will be used by host cities to report to the IOC. Vancouver is the first city that will deal with OGGI over the entire organizing period of the Games. A second system of locally developed indicators that are linked to VANOC's goals and objectives will be used for reporting its performance to audiences in the

Vancouver region and throughout Canada.

“VANOC believes that it has a responsibility to track and report on commitments made to the IOC and to the citizens of Canada,” says Ken Baker, Interim Director of Environmental Sustainability for VANOC. Baker explains why VANOC's method of reporting to the community may not always align with OGGI: “It's difficult to get consistent data when the host cities are spread around the world. Picking a set of standard indicators that applies equally to Games in Torino, Beijing, Vancouver and London is a challenge because each city will have different priorities, opportunities, challenges and responses in staging the Games.”

VANOC has engaged the Fraser Basin Council (FBC) to write the first 2010 OGGI report to the IOC. The FBC has been developing regional sustainability indicators since 2000. VANOC is required to report twice to the IOC before the Games, four years and one year prior to 2010, followed by another two reports within three years of the Games conclusion.

“Sustainability indicators are a useful tool to measure and report on progress towards sustainability from the community to the nation, and also for a specific event like the 2010 Games,” says Steve Litke, Program Manager with FBC. “Indicators can raise awareness about sustainability issues and can also inform and influence decisions to advance sustainability.”

*Beijing is using  
171 indicators:  
66 social and cultural,  
50 environmental,  
and 55 economic.*

### OGGI

#### The Olympic Games Global Impact indicators:

- are a set of indicators commissioned by the International Olympic Committee (IOC) to measure the economic, social and environmental impacts of Olympic and Paralympic Games on the host region.
- standardize reporting by host cities to the IOC.
- must be reported to the IOC by every host city.
- were approved about the same time that Vancouver won the bid.
- will become a database for future cities bidding for the right to host the Olympics to gauge the implications of the Games on their communities.



## BEST pedals Ontario Greenway for 2010 Legacy

**BEST** wants **Vancouver** to follow the lead of Barcelona and Sidney, who used the Olympics to create better cycling conditions and attract people to commuting by bike.

“We’re calling for a legacy of improved bike routes around the region including the Ontario Greenway, says BEST’s Richard Campbell. “With two Olympic facilities being constructed along Ontario, we need to use this opportunity to improve the quality of the Greenway. That means reducing traffic on it significantly.”

According to the City of Vancouver’s Bicycle Plan, traffic and driver behaviour is the number one reason why people don’t cycle more.

Around Hillcrest Park, where the new Olympic curling facility will be built, residents are concerned about the impact of construction and traffic on the neighbourhood and the Greenway. Hillcrest Park will



BEST would like to see the Ontario Greenway go traffic-free through South East False Creek.

*When less land is used for road right of way, more can be used for housing, park space or both.*

also be home to a new community centre, a library and an aquatic centre.

BEST and the park’s neighbours are talking to Parks Board and City Hall about closing Ontario to motor vehicle traffic from 30th to 32nd Avenues and eliminating access to parking for the new facilities from the Greenway.

“In South East False Creek, where the Athletes Village will be, we’ve asked the City to make the Ontario Greenway car free,” Campbell says.

The proposed region-wide 2010 Legacy Greenway Network could include the Central Valley Greenway, the BC Parkway and connections to the airport and ferry terminals. TransLink and regional municipalities have already contributed to the network, and BEST hopes that more funding will come from the Provincial Government.



The proposed Legacy Greenway Network would connect the Tsawassen Ferry Terminal and the airport with downtown Vancouver.

## 20/20 Project Research Manager links Vancouver with Beijing

20/20 Project Manager Dr. Xiaomei (May) Li sees the project as a chance to use her international medical experience to help China and the West understand each other’s health systems and learn from each other.

May holds a MD degree from Beijing University. Last year in Beijing she met with a team of Chinese Olympic officials and researchers from Beijing University who are studying the health impacts of the Beijing Olympics.

In 2005 the United Nations signed an agreement to make the 2008 Beijing Olympics the most environmentally-friendly ever. The 20/20 Project is widening the concept of a “sustainable” Games to include the social and economic impacts on communities.

“The 20/20 Project flows vertically from the com-

munity to the government and VANOC, and also horizontally to other nations,” May says.

May’s research focus shifted from clinical medical research to community health education and promotion during her PhD research at UBC’s Department of Experimental Medicine, where she worked on developing new drugs to reduce the rejection rate of organ transplantation.

“Healthy communities lead to healthy people,” she says, “How society understands and accepts health related knowledge is too important to be ignored.”

May is a postdoctoral fellow at UBC’s Institute of Health Promotion Research.