



Beijing 2008 to Brazil 2014: Sustainable food at large scale events

Abstract: Food has a considerable impact on the environment and on our individual health. As such they play an important role at event whether these are large scale or smaller scale. In “Beijing 2008 to Brazil 2014: Sustainable food at large scale events” we look at the learning outcome from some of the recent large scale events including the COP15 in Bella Center in 2009. The paper concludes that both health and environment are important elements of an event food experience and suggest some turn key standards and labels that already now can be used to enhance the health and climate profile of the event organizer.

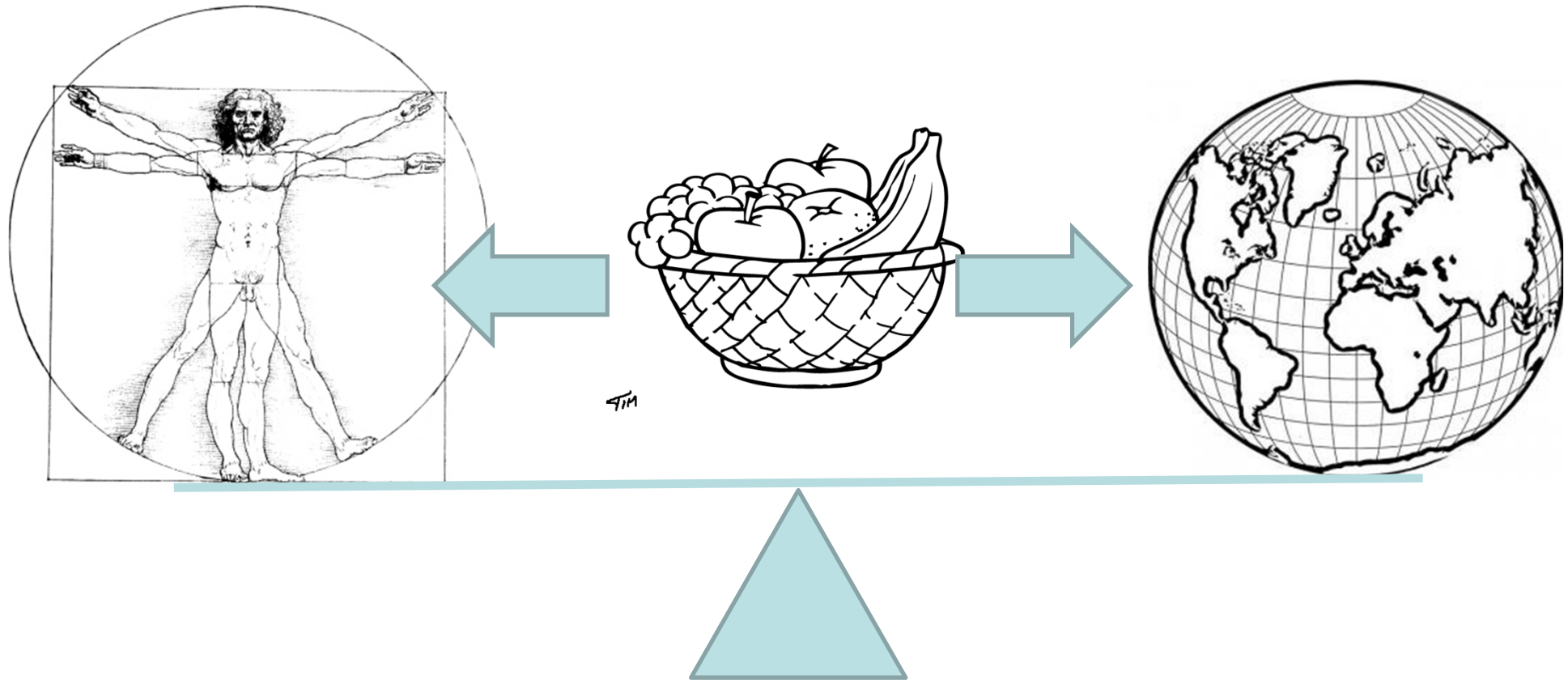
Bent Egberg Mikkelsen

September 7, 2012

**The European Sustainable Events Conference
Copenhagen, September 6-7 2012**



The Dual impact of food





A sustainable food system

- **providing healthy food to meet current food needs**
- **maintaining healthy ecosystems**
- **provide food with minimal negative impact to environment**



In the good old days





Healthy?

Beijing Organizing Committee of Olympic Games (BOCOG)

LIFESTYLE ▼

Fashion Techno Auto

Life

Miss & Mister Croatia 2009

Phenomena by Drago Plecko

CHINA - GREEN FOOD

VIDEO: Organic Food Gets Pre-Olympic Boost

China's organic food industry sprouts more business as the country's capital city prepares for a green Olympic games.





Security personnel

Dec. 12th

- 5.000 participants
- 1.400 security personnel
- 300 local helpers

Dec. 14th-18th

- 13.000 participants
- 2.400 security personnel
- 300 local helpers

Dec. 19th-20th

- 1.400 security personnel

At least **65%** of the food measured in percentage of weight must be **organic**, and foodstuff with visible packaging such as milk, coffee, tea, fruit juices, sugar and so on, must be **100% organic** and if possible **Fair Trade**.



Source: Brorson : Joint Actions, Ålborg, June 9, 2009

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Olympics food 'must be healthy'

Healthy and sustainable food must be promoted at the 2012 Olympic Games, according to a new report.

The Soil Association (SA) said the benefits of local, seasonal and organic food could be showcased while imported food should meet Fairtrade standards.

Peter Melchatt from the SA said in the face of the current obesity crisis organisers "must promote healthy as well as sustainable food".

London 2012 said it was committed to a "sustainable food strategy".



London 2012 recently launched a sustainability plan



FIFA WORLD CUP
Brasil

- vi. Proof of possession of physical resources (including necessary catering, serving equipment) in order to support the implementation of the FIFA Food & Beverage Concessionaire Programme.
- vii. Information regarding past experience in beverage preparation and services.
- viii. Proven experience with the preparation and training of a significant (i.e. more than 1000)

Application to tender for the rights of the
FIFA Food & Beverage Concessionaire Programme
Phase I

Healthy event food

some turn key options

- Keyhole
- Whole grain
- FV – firmafrugt
- Tap water fountains
- Menu board labelling



Sustainable event food

some turn key options



- Climate impact labelling
- Food miles labelling
- FoodPrints labelling: 800 g CO₂/meal (KLIMP)
- Food Waste



Sustainable food at events

lessons learnt from large scale event

- **Sustainability is not only about environment and climate**
- **But also about enabling healthy diets**
- **In both fields plenty of turnkey labels exists**
- **But labels dont do the job**
- **Capacity building and workforce are important as well**
- **Process or performance standards (ISO 12012)**

A photograph of a modern building complex with a glass bridge over a canal, under a blue sky with clouds.

Thanks for your attention

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