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The Challengers of National Olympic Committee in Sri Lanka for Implementing Environmental Sustainable Principles at Sport Event

Weerakoon Ranjan

Lecturer, Dept. of Sport Science and Physical Education
University of Kelaniya, Sri Lanka

Dasun Ranasinghe

Department of Sport Science and Physical Education
University of Kelaniya, Sri Lanka

Abstract: *The study title is “the challengers of National Olympic committee in Sri Lanka for implementing environmental sustainable principles at sport event” which is empirical nature of study that is used qualitative approach for the data analysis. This study main purpose is to discover the Practical challengers of National Olympic committee when they are implementing environmental sustainable principles. This study is mainly base on primary data, which are collected by semi Structure interviews as well as used secondary data from related academic report and web sites. This study is used non probability sampling method for select the research sample. The findings of this study are: NOC has lack of opportunity to involve in policymaking process of Sri Lankan sport sector, officials have not autonomy to get decision in sport sector, and sport facilities are located in unsuitable locations. In this context, researcher recommended, NOC should have opportunity to involve in sport policy making process, politician should give autonomy to sport officials implementing sport policy, and NOC and government should have to build up proper channel for exchanging each other ideas. This study is only focused practice challenges of NOC when they are implementing environmental sustainable principles, further researchers could be done the ways that can be reduce this practical challenges as well as can be done reasons for happened this kind of changes.*

Key words: *Environment sustainability, Event Management, Olympic and Sport policy*

I. INTRODUCTION

The international Olympic committee was officially established on 23 June 1894 at the Paris International Congress that was organized by Pierre de Coubertin at the Sorbonne who is the founder of International Olympic committee. There were 15 members include the first Olympic committee, at present the members of Olympic committee are increased two hundred and five which are included all International Federation and National Olympic Committees around the world (Olympic charter, 2014). Coubertin’s vision of Olympic game was ...” To ennoble and strengthen sports, to ensure their independence and duration, and thus to enable them better to fulfill the educational role incumbent upon them in the modern world” (Ioc, 2011, pp 1). However, Olympic organization has the Olympic charter which is included all the Rule and regulation that has to obey all members of Olympic Committee. It is clearly mention that responsibilities of their members. The Olympic charter is guided anyone who participate sport which is mention.... “The Olympic Movement is the concerted, organized, universal and permanent action, carried out under the supreme authority of the IOC, all individuals and entities who are inspired by the values of Olympism”(Olympic charter, Rule 1.1, 2015). Sri Lankan National Olympic committee is one of members in International Olympic committee which was got membership in 1937. Its main role and responsibility are to make it possible to achieve the aims of the Olympic Movement and to be responsible for the participation of Sri Lanka in the Olympic Games, the Commonwealth Games, the Asian Games and various other international sports meetings(Road, 1937). The first president of National Olympic committee was Mr. Ranjith Weerasena. Sri Lanka was firstly take part on Olympic game in 1948, at this event Sri Lankan athlete Duncan White was won the silver medal on 400 meter hurdles which was the first Olympic medal of Sri Lankan. National Olympic committee of Sri Lankan has made composition including two members of affiliated national sport associations. The executives committee of National Olympic committee of Sri Lanka is composed president, two vice presidents, the treasurer and secretary general. The NOC main funding sources are government and other private donations (Road, 1937). In 1866 the German biologist Ernst Haeckel defined the concept of “ecology”. According to the Haeckel, ecology studies the relationships between the living beings and their surrounding place of life. In 20th century, with the development of the industrial civilization and the growth of the human population have emphasized the need to protect natural resources and environment. Therefore first world environment conference took place in 1972 in Stockholm (United Nations, 1972). After that, second conference of environment took place in 1992 in Rio-de Janeiro participating more than 100 governments and promoted sustainable development. There have been conventions adapted in terms of combat desertification, climate change, transport of hazardous wastes, biodiversity, etc. (Tarradellas, 2003). Furthermore IOC has been built up partnership with UN environment program and recognition environment as third pillar of Olympism (Coi - Ioc, 2012). After five years of the Rio environment summit, the IOC adapted an Agenda 21 for the Olympic movement that is a series of sustainable development principles to be respected by all the affiliated

organization (Chappelet, 2008). Agenda 21 should be implemented in a manner respecting the different social, economic, geographical, climatic, cultural and religious contexts which are characteristic of the diversity of the members of the Olympic Movement. Particular emphasis should be placed on awareness-raising, education and training in environmental protection and should be conducted within a policy of close collaboration between members of the Olympic Movement and the United Nations Environment Program (UNEP) (IOC, 1997) as well as all other governmental and non-governmental, national and international entities pursuing the same objective (IOC, 2003). The IOC has different kind of commissions which are working on particular subject as group and give a recommendation to the executive committee (IOC, 2014). There is special commission for Sport and Environment which main responsibilities are protecting environment and promote sustainable development through sport among their member such as athletes, IFs, NOCs, club and Managers as well as participating in global program of sustainability, defined responsibilities of its different members in implementing action which respecting sustainable development, that is mainly focusing to practices sustainable development principles in sport event in terms of Sport facilities, Sport equipment, Transport, Food and Beverages, energy, accommodations in major sporting events, waste management and protect bio diversity (IOC, 1999). The NOC of Sri Lanka has bonded to accomplishing IOC's sustainable principle in Sri Lanka while their organizing Sport event. National Olympic committee of Sri Lanka has responsible for organizing and providing guiding to any Sport events. The NOC is trying to practice and promote environment principles through their program and within their sport event. However, they could not practice its hundred present due to several circumstances. This case study has discovered practical challenges of NOC when they are practicing environment suitability principles. NOC is mainly following IOC rules and regulations, however Sri Lanka has sport ministry which control sport by sport act in 1975 which is allocated plenty of power to sport minister who can change the any decision of sport organization. Location is critical point of sport facility or event. It is affect not only environment but also its accessibility, proximity to users and visual impact. The choice of location can either reduce or strengthen the negative influence of the facility or event. The objective are to: reduces the negative environment impact by selecting convening site, conserve and protect special landscapes (Tarradellas, 2003). Sri Lanka has lost the bidding of 2018th commonwealth game host due to unsuitable location of venues and lack of financial status. That has selected Hambanthota for the event venues which would be going to made removing natural jungle as well as project did not get EIA (environment impact assessment) report that was one reason for Sri Lanka lost the host of 2018th commonwealth game that has not decision of NOC of Sri Lanka which made by the Sri Lanka government. The sport facilities do built by the government funds which do allocated from the national budget. Therefore Sport ministry of Sri Lanka is responsible for awarding construction bid and providing guild line to contractor. The NOC of Sri Lanka does not allow involving this process even as a consultant. When there built a new sport facility, materials barrow from around the site which has clear mechanism including policies and procedures. However these polices do not sufficient to protect environment as desired level. Transport is vital required of get in sport venues which is contribute many environmental hazards especially air pollution related health problems and consumes petroleum, a non-renewable resources. A reduction in the distances travelled with private cars, incentives to promote public transportation and non-pollutive transport (e.g. electric cars, bicycles) together with sound transportation planning could greatly minimise air pollution, noise and disturbance and save energy (Tarradellas, 2003). Sri Lanka has one international standard athletic stadium (Sugathadasa) which is located heart of the capital city of Sri Lanka. If IOC organized a sport event at the Sugathadasa Stadium, they have to get help from police department to control motor traffic. However if there is held an event at the Sugathadasa stadium, there is lot of traffic conjunction due to not alternative roads and lot of people commute to their jobs. Therefore there is release lot of carbon emission and waste plenty of non-renewable energy during an event. In sport events, energy is required to produce goods that are consumed, to run the event and related facilities. There is main power source hydroelectricity which does produce by using water. Every sport facilities of Sri Lanka use hydroelectric power for running their facilities. They do not use solar power or any architectural design that can be getting natural energy or bio-gasse. That has happened by lack of expertise knowledge and lack of finance. Water management and sanitation facilities are most vital facts of a running sport event. Water is the only medium that is able to transport the chemical element necessary for the life. Therefore it has to manage properly because water comes from natural water resource therefore people need to protect natural water resources. International or national event organized by the NOC, they have to get water from national water board of Sri Lanka. That is coming from the Kelani River which is polluted by the industrialization and verity of human activity. It could not control to NOC as well as sanitation facilities of Main Stadium of Sri Lanka has not sufficient to capacity of the ground which is control by the separate authority therefore NOC could not get any alternative action for that. Sport activates, especially-scale ones, can generate considerable waste, some of which cause little more than dirt or minor disturbances, while other have a harmful and lasting effect on the environment and human health. Waste is unavoidable, but good management ensures that waste quantities are kept to strict minimum. City council of Colombo does responsible for Waste management during an event, but most of the event they do not do their job properly as well as spectators and athletes do not remove garbage at the right places in terms of lack of environment protection education. The foods and beverages are most importance part of an event. It can be make people unhealthy very easily; therefore authorities have to maintain quality of foods. When there is held on an event at the venues, organizers try to maintain food quality with in the Venues but most of vendors are selling food items out of the sport venues which are not at good quality. However NOC do not have authority to sanction like that activity because of it happened out of the premises. Sri Lanka Government has polices and rules for ensuring quality of the foods but it is not implementing in responsible way. National Olympic committee of Sri Lanka has to face this kind of difficulties when they are practicing sustainable development principles.

II. METHODOLOGY

This study has qualitative approach which has used empirical data for the analysis. The data in this study is mainly based on primary data as well as secondary data, the data has collected using from interviews as well as secondary data collected from secondary data sources in terms of web sites, journals article, and official web site of the national Olympic committee. The main data collection method has used semi- structures interviews and thematic literature review. To select a sample to this study, researcher has chosen to use judgmental sample which is a non-probably sampling method that allows us to select the case that seems most suitable to answer our research questions. Finally, data has been analyzed by according to research purpose and got the final results.

III. FINDINGS

Sri Lanka has lack of suitable sport facilities to NOC for practices environmental sustainability principle. There is sport Venus located very urban areas which are difficult to maintaining environmental sustainable principles. There is considerable political interference in sport sector which is spoil the independency of Sport officials' decision making process, that is directly affected to implementing environmental sustainable policies. NOC dese not have an opportunity to involve sport sector decision making process which is disadvantage for practices environment sustainable principles. Sri Lankan government has not implemented environmental protection policies strictly which is barrier for NOC to implementing environment sustainable principles. Supportive institutions of sport event have not considered and avoid their responsibilities regarding environmental protection which is considerable effect to implementing environment sustainable practices. Spectators and athletes don not have good sense of environmental education.

IV. RECOMMENDATIONS

NOC has to implement program to increase environment friendly attitude, education and awareness of their subordinates and spectators, for that NOC should use their elite level athletes and their sponsor organization which should be start from the school level as well as should have to promote environmental friendly attitude by their sponsors. Government should have to strengthen environmental protection laws and it should be enforce without any statues as well as creating a proper mechanism for implementing that law. Government should give an opportunity to NOC for participate decision making process of the sport sector which is best opportunity for NOC to protect and practices environmental sustainable standards. Sri Lankan sport facilities should have relocated the suitable place which is reducing environment pollution. NOC should build up good relation and coordination with supportive institutions which are involving to run sport event.

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