

*The biosphere is an inhabitable layer for all living creatures on the earth. We all must live in this extremely thin layer that has been damaged by pollution and other negative conditions caused by human beings. Therefore, every single person has the responsibility of leaving a wholesome world environment to their descendants. The sports industry, as Masato Mizuno, the sports goods manufacturer, explains here, has a duty to make plans for environmental protection.*

# *Eco-Wave, sports equipment takes up the green challenge*



Of course, it is easy enough to talk about our plans but quite a different matter to put them into action. We must debate our environmental strategy, its merits and demerits, organize its requirements, budget and timetable. However, it is even more important that every single member of the company fully appreciates the implications of environmental protection to maximize company effort. Since this kind of activity does not increase productivity and profit, strong leadership particularly by the headquarters of each company is indispensable, otherwise, our plans on environmental protection will never be accomplished. Not drastic changes, but small steady steps will help us along the road in which everyone's ideas and contributions will prove invaluable.

## **A PROGRAMME FOR ALL SPORTS LOVERS**

This project ECO-WAVE was first introduced at our committee meeting in February 1991 with the objective of drawing the attention of our Industry to environmental protection. It is our aim and strong desire to promote and expand this movement until it embraces every single company in the Sporting Goods Industry worldwide. Consequently, we hope that this movement will spread to every NOC, IF, athlete, coach, and all people who enjoy sports in their everyday lives. If ECO-WAVE is recognized as a joint program of the IOC and WFSGI, we believe our goal will be achieved.



■ The ten guidelines of ECO-WAVE are:

### **Protection of the Biosphere:**

Minimizing the release of any pollutant that may cause environmental damage to the air, water, earth and its inhabitants. Sports facilities should take the environment into consideration.

### **Effective Use of Resources**

The sustainable use of renewable natural resources such as water, soil, and forests. The conservation of non-renewable natural resources through efficient use and careful planning. Materials used for products to be reconsidered.

### **Reduction and Safe Disposal of Industrial Waste**

Minimizing the creation of waste, especially hazardous waste, and the recycling of materials where possi-

ble. All waste to be disposed of by safe and responsible methods. Recyclable products to be collected as resources.

### **More Effective use of Energy:**

Every effort to be made to use environmentally safe and sustainable energy sources to meet needs. The energy efficiency of products produced and sold to be maximized.

### **Establishment of Risk Reduction System**

Through technology and scientific research, the environmental, health,

and safety risks to our employees to be minimized. A review to be done of manufacturing processes to ensure safe technology and operating procedures at factories.

### **Safe Products and Services**

Products and services will be safe, and consumers informed of their environmental impact.

### **Trouble Management:**

Every effort to be made to completely restore the environment, in cases where it is harmed.

### **Full Information Exchange**

Information regarding this movement to be exchanged. Incidents relating to our operation that cause environmental harm or pose health or safety hazards to be disclosed to company members and the public. No action to

*The Olympic Games can serve the environmental cause by setting examples in the area of construction, waste reduction and many other issues. They must become compatible with the health demands of local citizens. The*

*pays*

*Olympic Games and good compensation should be paid for any harm to the environment if possible in the form of restoration.*

*We must restore the harmony of present missing in our relationship with the earth on which we live. Over the next decades, if the whole Olympic Movement acts, the Olympic Games could become a world showcase for protecting and conserving the environment.*

*Juan Antonio Samaranch*



be taken against company members who report any condition that creates danger to the environment, poses health and

safety hazards.

#### ■ Environmental Office or Task Force:

Management resources, such as a task force, to be committed to implementing ECO-WAVE, and to monitor and report upon efforts made.

*Mr Masato Mizuno with the IOC President.*



#### ■ Research, PR, and Education Activities:

Based on the information from the environmental office or task force, evaluations and assessments to be made as to implementation. In order to extend this environment within sports industry, effective PR and employee education are needed.

This project is only our suggestion, but we would like everyone to act responsibly towards the environ-

ment. Once again, it does not have to be a drastic change. Small steps will make a big difference if they are continuously taken and accumulated. We strongly hope that ECO-WAVE will be recognized as an official joint project of the IOC and the WFSGI.

**MASATO MIZUNO**  
*Chairman, associate members committee.*