

# OLY Earth+

## We can change the course of history

Athletes are uniquely placed to provoke action.

A recent study from MIT showed that sportspeople account for over half the cultural influence on Earth. Scientists barely make up 1%!

Imagine the difference that could be made if athletes spoke with one voice about the most pressing issues of our time?

## We have what it takes

The climate and nature crisis needs to be met with ambition, resilience, collaboration, and the ability to

remain clear-headed and calm under pressure.

More than anything, it needs people who can be fully focussed on delivering huge results in the face of huge challenges.

These are exactly the qualities of an Olympian. These are *your* qualities.

## This is our chance

Once every Olympiad, the Olympic Games brings the entire world together in celebration of human **excellence, resilience and solidarity**.

The Olympics and Paralympics reflect the best of humanity and show that we are #StrongerTogether - both on and off the field of play.

This is our chance to bring sustainability to the forefront, display innovative solutions and inspire people to protect our planet and communities.

This Games, we have an opportunity for athletes to come together **from across the world, for the world**.

## Why now?

Climate change is already hitting global sport, with Tokyo set to be the **hottest Games ever** and the risk of no snow in Beijing next year.

The families and communities of many Olympians will already be feeling the impacts of progressively damaging storms, flooding, and forest fires, and increasingly unlivable temperatures.

In November 2021 world leaders meet for COP 26: the Olympics of climate summits.

Most of us know we **need to act**. But many of us aren't at the start line yet, let alone set to deliver a world-class performance. And the stopwatch is already running down.

The first thing we need is for people to **start caring** and to know **change is possible**.

Given athletes' unique influence, if we can be messengers for this we can make so much of the progress that is needed!



## What can we do now?

### 1 Engage with the ways the Games are becoming more sustainable:

- the medals, podiums, torches and uniforms are made of recycled materials
- beds in the athlete villages are made of durable cardboard to be recycled post-Games
- clean hydrogen is fueling the Olympic cauldrons, Olympic torch and Olympic fleet
- use of zero-emission vehicles

### 2 Use the **oly\_earth** hand signal for photographs or celebrations: make a circle with your hand and put it on your heart or in the air. The circle stands for our Earth, for the Olympic Rings, for Tokyo 2020, for the need to get to carbon zero, and for us all being connected.

### 3 Follow on IG the following accounts

[@oly\\_earth](#)

[@champions4earth](#)

[@aimhivive](#)

[@pledge\\_ball](#)

[@planetsuperleague](#)

[@ftblforfuture](#)

[@big\\_plastic\\_pledge](#)

[@protectourwinters](#)

[@sandsi\\_org](#)

Can't wait to start using my plastic free toothbrush from @BambuuBrush. Let's start with the small things! [#oly\\_earth](#) [#our\\_earth](#) [#tokyo2020](#)



Proud to be representing Team GB for the women's 4x rowing at the [#tokyo2020](#) this year! [#oly\\_earth](#) [#our\\_earth](#)



Love having this simple way of showing I care about the planet. The Olympics are the biggest show on Earth, and the Earth needs us [#oly\\_earth](#) [#our\\_earth](#) [#tokyo2020](#)





## What can we do after the games

- **Sign up** via [OLYEarth+](#) to find out how you can add to Team GB's environmental legacy in Autumn 2021 and become part of a team of athletes changing the world.
- **Commit** to AimHi's full [Climate and Nature Course](#) in September to learn everything you need to know to be a leader, communicator and catalyst for positive change. It's the top rated course in the world, and you'll learn everything from how to protect our only planet and avoid appearing to greenwash, and how to cut through misinformation.
- **Continue talking** about this, **posting** about climate, **mentioning** it at athlete appearances or in interviews, and **sharing** the ways - big or small - you're making a difference.
- **Want help?** AimHi will happily offer some pro bono communications advice to Olympians. Write to Beth on [beth@aimhi.co](mailto:beth@aimhi.co) if you'd like more advice from their team

