

LONDON 2012 TO BE GREENEST OLYMPICS EVER

The organisers of the 2012 London Olympic Games said the Games would be the greenest games in history.

Major construction is set to get under way next year and organisers said they would aim for low waste, low carbon emissions and green transportation. Ninety per cent of the demolition materials will be reused or recycled and at least 20 per cent of materials used in permanent venues and residential areas would be recycled.

Prime Minister Tony Blair said London 2012 could become a "cutting edge example of sustainability".

Olympic Delivery Authority chief executive David Higgins said: "Ensuring a sustainable approach to building the Games will help ensure London 2012 is remembered not only as two weeks of fantastic sporting action, but also as the greenest games to date."

This article was first published on sportbusiness.com