

I OG Raises Grounds Profession's Profile By Joining The Greening The Games Campaign

The Institute of Groundsmanship (IOG), the leading membership organisation for grounds professionals involved in the management of sports pitches, landscape and amenity facilities, has joined the Greening the Games campaign to raise awareness of the skills and expertise of the grounds care industry.

The campaign, launched by 'Horticulture Week' and supported by other major UK industry bodies and companies within the horticulture and landscaping sectors, seeks to ensure that the London 2012 Olympics is a showcase for UK horticulture.

Olympic delivery bodies have made clear their desire for a sustainable Games and are showing particular interest in how trees, shrubs and turf can help deliver a carbon-neutral event.

Commenting on the move, IOG chief executive Geoff Webb said: "It is clear that the skill and expertise of grounds professionals will play a key role in the delivery of a successful Games. Even today our members are continually developing best practice techniques and strategies for playing surfaces, for example.

"Their expertise will be in high demand not only at the event but also during in the build-up years when stadia and training facilities are being designed and developed.

"The Olympic Games is a strategic signpost for the IOG's stated development for the grounds care industry over the next six years, and it is clear that we need to start now by re-stating the lasting advantages of working with industry experts.

"I can't wait to work with fellow campaign members in continuing to raise the general awareness of the skill of our grounds professionals."