

Abstract

This diploma thesis discusses the topic of “green olympics” and its aim is to analyze and compare the last five summer olympic games (Sydney 2000, Athens 2004, Beijing 2008, London 2012 and Rio de Janeiro 2016) within the sustainability discursus. The bidding process is being compared with its implementation, which is done for each particular olympics, and so are the national strategies of sustainable development of that particular location. The main objective is to find out if the local sustainability strategies are aligned both with the candidature and with the actual realization of the olympic games, and whether every following olympic games tend towards greater sustainability in comparison with the previous ones. The study is carried out through quantitative content analysis, the studied materials being the Official Reports of the olympic games and the strategic documents on sustainability of corresponding countries. The results show a significant mismatch between the set goals and the actual output (especially in case of Athens; while Sydney and London did considerably better in fulfilling their plans). Neither the plans nor the realizations of sustainability within the olympics were satisfyingly in accordance to the national sustainability strategies, as many topics considered crucial in the national documents weren't even touched upon in the olympic Reports. The worse case was Beijing, whereas Sydney did the best in terms of compliance between olympics sustainability and national sustainability. The results also show that there is no linear progress in the development of sustainability within the analyzed olympic games, as the olympics did not better their sustainability approach subsequently.

Keywords:

green olympic games, Olympic games, sustainability, sustainable development, sustainable event, sustainable olympic games, sustainable sport