

Case Study

David Stubbs

Head of Sustainability for LOCOG 2012

First CEnv of the Year

CEnv, MIEEM (and founder)



“Having qualifications and Chartered status of a professional body is a necessity. Hiring CEnvs helps employers attain the sustainability management standard ISO2012 1, the great legacy of London 2012 Olympic Games. My chartered accreditation is an important mark of professional status. I wouldn't have been able to make a difference without it. It helped me build a reputation.”

David Stubbs is an independent sustainability events advisor to cities which are bidding for or hosting major events. His most notable work was as the Head of Sustainability for the London Organising Committee for the Olympic Games, where he helped make the 2012 Olympics the most sustainable to date. He now has a list of clients that include UEFA, the World Economic Forum and the International Olympic Committee (IOC).

David started out in conservation biology, botany and zoology. His first project, a three-year project on Tortoise in southern France, expanded into a full species study and eventually into a major conservation programme in which he is still involved. Returning to London, David led the London wildlife habitat survey, mapping green spaces over London. This survey discovered 90 Golf courses containing fragments of habitats non-existent elsewhere in London and inspired David's interest in practical land use and good conservation, especially in the golf industry. It was this work which introduced David into the realm of sports and events sustainability.

David now has over 35 years of professional and business experience. He describes his methodology as creating an initial strategy plan and then tackling the practical implementation. He took this approach to London 2012.

“Our plan had a strong vision and commitment from outset, so we stuck to it and mainstreamed it. At beginning of century it was a nice to have a sustainable environmental policy, now it is essential for events and it is an embedded, integral must have. This was our intention and ambition all along, to make it a core part of how future events will be organised and leave behind something that has intrinsic value.”