


## Netflix: Shifting Distribution Channels

### Why was Stratford chosen?

For a long time, the area had been neglected + isolated from the rest of London due to poor transport links across the city. This isolation led to a negative multiplier effect in East London - because the area had suffered from low development and high unemployment, low local spending power discouraged investment.



### Stratford- the new hub of London

The Olympics brought more than £6bn of investment toward London, much of which went into transport. Stratford is now second only to King's Cross as the most connected part of London. The biggest planned project was Stratford City, the largest commercial development since Canary Wharf. Crossrail has been written into Stratford City, there is a large shopping and leisure complex (the largest urban shopping centre in Europe), numerous hotels, 16,000 new homes, community facilities, and two energy centres capable of powering 75% of the sites energy needs. This, combined with the excellent transport links will encourage investment, creating jobs and boosting increasing consumer spending.



### Waste Disposal

90% of materials from construction phase were reused or recycled. Examples of materials that were reused in the construction of the Park are 80 lampposts, 2 tonnes of red bricks and 76 tonnes of paving stones.



### Green Transport

All operators were encouraged to walk, cycle or use public transport to get to the games. All event tickets included a travelcard. The Underground was upgraded and by 2012 there were ten public transport lines feeding into Stratford, representing the capability of a train arriving in the area every 15 seconds.



### Sustainable Design

Olympic Park venues were designed and built to be energy-efficient and as sustainable as possible. For example the Velodrome is almost 100 per cent naturally ventilated, it maximises the use of natural light to reduce energy consumption and rain water is collected from the roof for flushing toilets and irrigation.



### Impact on local people

The biggest social legacy of the Games is housing. The Olympic village was remodelled into 2,800 affordable houses, which were first opened in September 2012. The Olympic Parkland has become 5 new neighbourhoods, housing a total of 8,000 people; 90% of these houses are affordable.



### In what ways were the games marketed?

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### Who were the key players?

There were 5 key players:

- The **International Olympic Committee** - they decide who will host the games.
- The **UK Central government** - which set up the London Development agency responsible for resources and urban development, the London Organising Committee and the Olympic Delivery Authority.
- The **Regional government** - was a long-term leader of the London Assembly which has control over transport in London.
- Local government** - four London borough Councils - adjacent Tower Hamlets, Newham, Haringey and Mutford Forest. They consider the planning applications for approval.

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### What does the Olympics involve?

The games lasted 16 days and involved 11,000 athletes competing in 300 events. Over 7000 sponsors, 4000 athletes in the Paralympics, 20,000 journalists from around the world. The sale of 9 million tickets, 63,000 volunteers.



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### From brown to green

The London 2012 Olympics were designed to be 'The Sustainable Games' and follow a number of key requirements. Sustainability - using the results we can carefully today, so that we can meet their needs in the future.



### Adverts

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### Energy Supply

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### Why was Stratford chosen?

For a long time, the area had been neglected + isolated from the rest of London due to poor transport links across the city. This isolation led to a negative multiplier effect in East London - because the area had suffered from low development and high unemployment, low local spending power discouraged investment.



### Stratford- the new hub of London

The Olympics brought more than £6bn of investment to east London, much of which went into transport. Stratford is now seen only as King's Cross as the most connected part of London. The biggest planned project was Stratford City - the largest commercial development since Canary Wharf. Cost = £4.6 billion. World's largest City shows a huge shopping and leisure complex, the largest urban shopping centre in Europe, business parks, 16,400 new homes, community facilities, and two energy centres capable of producing 750MW of clean energy.

The, combined with the excellent transport links will encourage investment, create jobs and breathe new life into the area.



### Thecasesolutions.com Waste Disposal

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### Green Transport

All spectators were encouraged to walk, cycle or use public transport to get to the games. All event tickets included a Travelcard - the Underground was segregated and by 2012 there were ten public transport lines leading into Stratford, representing the capability of a train arriving in the area every 15 seconds.



### Sustainable Design

Olympic Park venues were designed and built to be energy-efficient and as sustainable as possible. For example the Velodrome is almost 100 per cent naturally ventilated, it maximises the use of natural light to reduce energy consumption and rain water is collected from the roof for flushing toilets and irrigation.

### Impact on local people

The biggest social legacy of the Games is housing. The Olympic Village was remodelled into 2,800 affordable houses, which were first opened in September 2012. The Olympic Parkland has become 5 new neighbourhoods, housing a total of 8,000 people. 40% of these houses are affordable.



### In what ways were the games funded?

The London Olympic and Paralympic Organisations (LOO) were funded by the London Olympic and Paralympic Organisations (LOO) through the London Olympic and Paralympic Organisations (LOO).



### Who were the key players?

There were 6 key players:

- The International Olympic Committee - they decide who will host the games.
- The national government - which set up the London Development Agency responsible for economic and urban development, the London Organising Committee and the Olympic Delivery Authority.
- The regional government - the Mayor's office of the London Assembly which has control over transport in London.
- Local government - four London borough Councils - affected 'brown fields', housing, health and education issues. They consider the planning applications for a proposal.

### Thecasesolutions.com 'From brown to green'

The London 2012 Olympics were designed to be 'The Sustainable Games' and to leave a lasting legacy. Sustainability - Living the world's most cities carefully today, so that the planet can meet their needs in the future.



### What does the Olympics involve?

The games lasted 16 days and involved 11,000 athletes competing in 300 events. Over 7,000 sponsors, 4,000 athletes in the Paralympics, 20,000 journalists from around the world. The sale of 9 million tickets, 63,000 volunteers.




### Thecasesolutions.com Markets

Thecasesolutions.com Markets



### Thecasesolutions.com Energy Supply

Thecasesolutions.com Energy Supply



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## 'From brown to green'

The London 2012 Olympics were designed to be 'The Sustainable Games' and to leave a sustainable legacy. Sustainability= Using the earth's resources carefully today, so that people can meet their needs in the future



# What does the Olympics involve?

The games lasted 16 days and involved:

11,000 athletes competing in 300 events

Over 7000 sponsors

4000 athletes in the Paralympics

20,000 journalists from around the world

The sale of 9 million tickets

63,000 volunteers



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# Who were the key players?

There were 4 key players:

- The **International Olympic Committee** - they decide who will host the Games
- The **UK Central government** : which set up the London Development Agency (responsible for economic and urban development), the London Organising Committee and the Olympic Delivery Authority
- The **Regional government** : Ken Livingstone (leader of the London Assembly, which has control over transport in London)
- **Local government** : Four London Borough Councils = affected (Tower Hamlets, Newham, Hackney and Waltham Forest). They consider the planning applications for approval

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## In what ways were the games sustainable?

- The creation of habitats
- Efficient/renewable energy supply
- Reducing, reusing and recycling waste
- Green transport
- Buildings created with a sustainable design
- Improving the infrastructure that provides water



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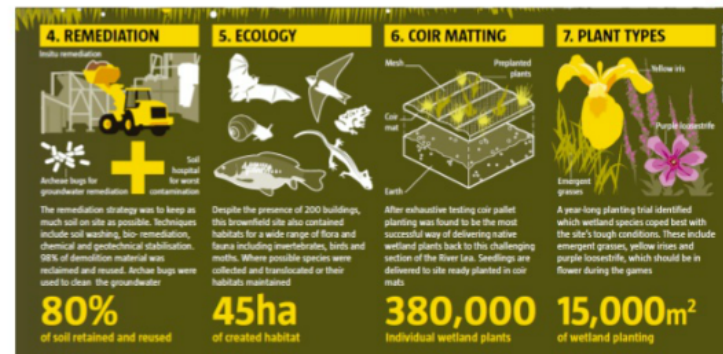
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## Habitats

- More than 4,000 trees, 74,000 plants, 60,000 bulbs and 300,000 wetland plants were used to create a new open green space for London
- The Olympic Park was designed to create 45 hectares of wildlife habitats and includes reedbeds, grasslands, ponds, woodlands, 525 bird boxes, 150 bat boxes and artificial otter holts.



### Cleaning the Olympic Park



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## Energy Supply

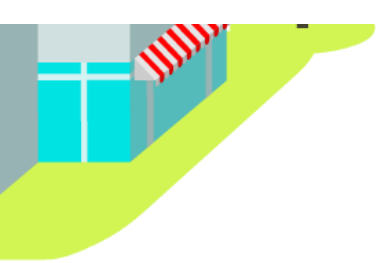
Two six-kilometre tunnels built beneath the Olympic Park, enabling the power to be carried underground.

Approximately 50% of materials were transported by water or rail resulting in less traffic on local roads and saving time on thousands of journeys.

7 wind turbines were built, each turbine provides enough energy for 1,000 homes. 20% of the energy used in the Olympic park was from renewable sources.







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