



SMART EVENTS HANDBOOK

Greening guidelines for hosting sustainable events in Cape Town



CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

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SMART EVENTS HANDBOOK

Greening guidelines for hosting sustainable events in Cape Town

Endorsed by



SMART EVENTS HANDBOOK

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Message from the Mayor of Cape Town

The 2010 FIFA World Cup™ will give Cape Town an opportunity to show the world that it can successfully host major international events that also leave a positive environmental legacy. To achieve this, Host City Cape Town is implementing Green Goal 2010, the official greening programme of the tournament.

The development of the Smart Events Handbook is one of the Green Goal legacies, which will provide guidance to the events industry for hosting events in a more sustainable manner. Events draw people, who need transport and accommodation that leads to economic growth. Events do however also require resources such as energy and water, while creating waste and pollution. As much as we need events in Cape Town, we also need these events to be hosted responsibly.

Event greening is the process of incorporating socially and environmentally responsible decision-making into the organisation, implementation and participation of an event. Regardless of the size or type of event, you can make a difference to ensure that it is done in a responsible manner. We host many large and small events in Cape Town every year and I would encourage you to consider how you can incorporate event greening as you plan your next event.

Let's work together to ensure that all Cape Town events become green events.

Dan Plato
Executive Mayor

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... and many other individuals from the meetings, incentives, conference and events industry who attended the workshops and provided valuable input.

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- Event Greening Forum
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WHO SHOULD USE THIS BOOK

The Smart Events Handbook has been produced by the City of Cape Town to encourage event greening for all events hosted in the city. It can be used for a range of events, such as meetings, conferences and exhibitions, and applies equally to large sports events and small local community initiatives.

The handbook is aimed at the following main groups:

Event organisers – conferences, meetings, seminars, workshops, festivals, exhibitions

Venues – hotels, convention centres, and other venues where events are held

Suppliers and sub-contractors – infrastructure, audiovisual equipment, transport, products

However, the handbook is not intended for professional event organisers only, but also for people arranging small informal events at schools or in their local community. It provides an overview of the main aspects that need to be considered, though innovation continues to broaden the scope.

HOW TO USE THIS BOOK

The book is divided into four sections with practical tips for implementation:

WHAT?	Basic information about event-greening principles and practices
WHY?	Benefits of event greening, and the environmental impact of events
HOW?	Practical information on how to get started, and what you need to consider
RESOURCES:	Additional information, with a glossary and useful websites

Events can have a large environmental impact and therefore it is important to understand the basic principles and reasons why we need to change our actions. This needs to become an integral part of our planning and implementation at a micro level, but we also need to understand the bigger picture and an event's relation to global warming.

It is advisable that this handbook be read together with the Smart Living Handbook and the Smart Office Handbook for more detailed information. The Smart Living Handbook can be downloaded from the City of Cape Town website, <http://www.capetown.gov.za/smartlivinghandbook>.



INTRODUCTION

The Smart Living Handbook was developed for Cape Town households, with a focus on the efficient use of natural resources such as water and energy, the reduction of waste, and the protection of our natural biodiversity. It has been successfully used to train and raise awareness among City of Cape Town staff, in schools, communities and the corporate sector in Cape Town.

As part of the 2010 FIFA World Cup™ Cape Town Green Goal Initiative, the City of Cape Town decided to also compile a Smart Events Handbook to guide event organisers, venues, suppliers and sub-contractors in planning and implementing events in a sustainable and responsible manner. It aims to promote resource efficiency and sustainability in every organised event in Cape Town.



WHAT IS EVENT GREENING?

INTRODUCTION TO EVENT GREENING

Event greening is the process of incorporating socially and environmentally responsible decision making into the planning, organisation and implementation of, and participation in, an event. It involves including sustainable development principles and practices in all levels of event organisation, and aims to ensure that an event is hosted responsibly. It represents the total package of interventions at an event, and needs to be done in an integrated manner. Event greening should start at the inception of the project, and should involve all the key role players, such as clients, organisers, venues, sub-contractors and suppliers.

The terms 'event greening' and 'green' used in this document refer to responsible, sustainable decision making and implementation, taking note of environmental, social and economic factors. If an event is hosted in a 'green' manner, the anticipated outcomes are as follows:

- To **improve** the **resource efficiency** of the entire event and supply chain management
- To **reduce negative environmental impacts**, such as carbon emissions, waste to landfill, and the effect on biodiversity
- To **increase** economic, social and environmental benefits (**triple bottom-line**)
- To **enhance the economic impact**, such as local investment and long-term viability

- To **strengthen** the **social impact**, such as community involvement and fair employment
- To **improve sustainable performance** within an available budget
- To present **opportunities** for more **efficient planning** and use of equipment and infrastructure
- To **reduce** the **negative impact** on local inhabitants
- To **protect** the **local biodiversity**, water and soil resources
- To **apply** the principles of **eco-procurement** of goods and services
- To **raise awareness** of sustainability issues among all role players
- To ensure that the **aims and objectives** are clearly **defined and measured**

Greening an event involves incorporating a combination of the following:

- Environmental best practice
- Social and economic development
- Education on, and awareness of, sustainability issues
- Monitoring, evaluation and reporting on the event-greening initiatives
- Leaving a positive legacy

The first time that environmental concerns were raised by the public was at the 1992 Albertville Winter Olympics in France, which led to the first 'green Games' in Lillehammer, Norway, in 1994. The standard was set in 2000 with the Sydney Olympics, and since then, other major sports events have also considered their environmental impact. During the 2006 FIFA World Cup™ in Germany, Green Goal was launched, which is also being implemented in South Africa for the 2010 FIFA World Cup™.

The focus has however not just been on sports events. The greening of the World Summit on Sustainable Development (WSSD) held in Johannesburg in 2002 set new benchmarks for South Africa. Many conference venues have also realised the benefits of going green, and even lifestyle events have followed suit. Regardless of the size or type of event, there are different greening practices that can be implemented.



The Cape Town International Convention Centre (CTICC) draws thousands of visitors, delegates and exhibitors every year



England has introduced a sustainable event management standard (BS8901:2007), which provides a benchmark against which an organisation can assess its existing managerial practices to manage events more sustainably. It includes requirements for planning and managing sustainable events of all sizes and types, with practical information for implementation. SANS 10366 is the SABS national standard for health and safety at live events.

GREENING PRACTICES

The overall principle of event greening is the implementation of sustainable living practices, which include a balance between environmental protection, social development, and economic benefit. This is known as the triple bottom-line, also referred to as 'planet, people and prosperity'. It is important that events should promote equality, participation and education in local communities, to leave a lasting legacy.

Green or sustainable events consider social, environmental and economic aspects, i.e. people, planet and prosperity.

- **Environmental protection** (planet) refers to reducing the ecological footprint of the event through the responsible management of resources such as energy and water.
- **Social development** (people) refers to fair and beneficial business practices with regard to labour and the community in the region in which the event is held.
- **Economic value** (prosperity) refers to the financial benefit of the event, as well as the real economic impact or benefit enjoyed by the host region.

There are many areas where organisers can have a positive impact when hosting an event. Particularly the following greening practices should definitely be considered:

- Eco-procurement
- Waste minimisation and management
- Water conservation
- Energy efficiency
- Emissions reduction
- Biodiversity conservation
- Social and economic development



Protect the local environment



Support the local economy

Eco-procurement

The procurement (purchasing) of goods and services is a core activity relating to events. Eco-procurement is giving preference to products that are not harmful to the environment. It also supports the concept of local economic development through the procurement of local goods and services due to reduced transport costs.

Eco-procurement encourages you to buy only what you really need, and to consider innovative alternative options that will provide high environmental performance and waste minimisation.

Remember, this extends to the selection of venues (hotels, conference facilities), transport (buses, airport transfers) and other services or suppliers. The best is to include some of these criteria in your request for quotes, or your tender documents.

Consider the following when making procurement decisions. Refer to pages 31 to 47 for more information about eco-procurement in different key areas.

- Do we really need to have it? What are the alternative options?
- Promote the procurement of local goods and services.
- Encourage environmentally friendly products that are certified and credible.
- Encourage the use of goods with recycled content, or goods that can be reused or recycled.
- Encourage the use of goods with minimum toxic chemicals.
- Avoid the use of disposable products with a single use, such as paper cups or serviettes.
- Avoid goods that are excessively packaged, and buy in bulk whenever possible.
- Request food that is local, seasonal and organic whenever possible.
- Request products that are provided by ethical and fair-trade sources.
- Request that all fish complies with the Southern African Sustainable Seafood Initiative (SASSI) guide.
- Select venues (hotels, conference facilities, etc.) that implement greening principles, and have a corporate social responsibility towards employees.
- Select venues (hotels, conference facilities, etc.) that are accessible by public transport, or within walking distance.
- Select transport service providers that have vehicles with alternative fuels and technologies, to minimise energy consumption and pollution.
- Wherever feasible, use service providers who demonstrate their environmental commitment, and every effort should be made to ensure that these suppliers adhere to such commitment.
- Although 'eco' refers to the environment, it is also important that all health and safety standards are abided by when hosting sustainable events.

Every product and service related to an event will impact on the carbon footprint of the event. These considerations should be included in the procurement process.

Certification

Greenwashing is the act of misleading consumers about the environmental practices of a company, or the environmental benefits of a product or service. This could take different shapes, such as hidden trade-offs, a lack of proof, vagueness, irrelevance or lies.

To avoid greenwashing, it helps to use certified goods and services, a few of which are mentioned below:

- **Energy Star** (www.energystar.gov) is the trusted United States government-backed symbol for energy efficiency, helping us all save money and protect the environment through energy-efficient products and practices.
- **Fair-trade** (www.fairtrade.org.za) is an internationally recognised approach to trading that aims to ensure that producers in poor countries get a fair deal, including a fair price for goods and services, decent working conditions, and a commitment from buyers to provide reasonable security for the producers.
- **Fair Trade in Tourism South Africa** (www.fairtourismsa.org.za) is a non-profit organisation that promotes sustainable tourism development. This is done through awareness raising, research and advocacy, capacity building, and facilitating the world's first tourism fair-trade certification programme.
- **Forest Stewardship Council** (www.fsc.org) is a certification system that provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment, as well as providing ongoing business value.
- **Green Building Council of South Africa** (www.gbcsa.org.za) promotes buildings that are energy efficient, resource efficient, environmentally responsible, and incorporate design, construction and operational practices that significantly reduce or eliminate any negative impact on the environment and the buildings' occupants. It is an opportunity to use resources efficiently and address climate change, while creating healthier and more productive environments for people to live and work in.
- **GreenStaySA** (www.greenstaysa.org.za) is an information resource that supports the move towards improved environmental performance for the accommodation sector. It provides guidance and support to facilities that wish to improve their environmental footprint, and operate in an environmentally responsible manner.



- **Heritage SA** (www.heritageza.co.za) is an environmental rating and management system based on the application of simple and effective environmentally friendly and responsible operating standards across various business operation aspects.
- **Organics** (www.bdoca.co.za) There are a range of different organic certification bodies that promote organic agriculture and food processing. They interface with farmers, retailers and government to further the aims and objectives of the organic movement, to the benefit of producers, processors, consumers and our environment.
- **South African Bureau of Standards** (www.sabs.co.za) is the national institution for the promotion and maintenance of standardisation and quality in connection with commodities and the rendering of services.
- **Southern African Sustainable Seafood Initiative** (www.wfssassi.co.za) aims to improve the conservation status of overexploited seafood species, through educating and raising awareness among all participants in the seafood trade – from wholesalers and restaurateurs through to seafood lovers. The same goes for the Marine Stewardship Council (www.msc.org).



Jewellery made from e-waste



Products made from recycled paper



Notebooks made from recycled materials



An example of eco-friendly cleaning products and soaps for hotels and venues

Waste minimisation and management

One of the major negative environmental impacts of events is the tremendous amount of waste that is generated. A key element of event greening is to promote awareness of, and change behaviour on, all aspects of waste management as part of event organisation. The first step is to reduce the amount of waste created (pre-consumption avoidance as well as reduction), followed by effective waste minimisation through recycling. It is important to reduce the negative environmental and health impact by reducing toxicity, as well as ensuring that waste that cannot be recovered for recycling be disposed of in the correct manner.

Waste management is usually a very visible activity with great greening potential. It is good to encourage active participation through separation at source, although it is important to ensure that back-of-house sorting also takes place. Small changes in waste management strategies, such as procuring less packaging for promotional items, could lead to measurable reductions in the demand for natural resources, and the amount of waste ending up on a landfill site.

Another aspect to consider is what happens to leftover food after an event. Without any planning and environmental consciousness, most of it goes directly to a landfill site, and when waste in landfill is not properly managed, it causes pollution. When organic waste decays in the absence of oxygen, methane gas is produced. This gas is 20 times more harmful than carbon dioxide (CO₂) as a greenhouse gas (GHG). An alternative is to donate leftover food to an organisation such as FoodBank, who will collect any unwanted food, and distribute it to the needy as soon after an event as possible. Other useful items could go to local schools or community organisations.

Here are a few tips on how to minimise your waste. Refer to pages 31 to 47 for more information about waste management in different key areas.

- Consider how you can firstly reduce, then reuse and finally recycle.
- Switch from paper to computer: Use a website for registration, and e-mail for communication.
- Only print when necessary, and print double-sided.
- Distribute presentations electronically rather than in printed format.
- Print on the back side of used paper.
- Avoid disposable items; rather use reusable food-and-beverage containers and cutlery.
- Provide a water dispenser with reusable glasses, rather than single use water bottles and disposable cups.
- Recycle with separation at source to promote recovery of recyclable products in the waste stream wherever the waste management system and infrastructure allow.
- Conduct waste audits, and monitor recyclable waste.



92% of the waste generated at the 2009 Rocking the Daisies festival was recycled. Recycled items included glass, tin, plastic and cardboard. Dedicated recycling bins were provided in strategic areas.

Recycling

The recycling of waste is one of the most visible greening actions, and can have a huge impact on your environmental footprint, but is not always easy to implement. The following basic facts need to be considered, and a few important tips are also provided:

TYPES OF WASTE:

Recyclable – items that can be recycled, such as glass, paper, cardboard, aluminium, steel, plastic, etc.

Non-recyclable – items that cannot be recycled, such as cling wrap, stickers, wallpaper, photographs, dirty or greasy paper or cardboard (pizza boxes), and contaminated waste.

Organic or biodegradable waste – items that originate from plant or animal sources, and can be broken down by other living organisms, such as leftover food, tea bags, vegetable peels, etc

E-waste – electronic waste includes items that require electricity or a battery, as well as batteries themselves.

A FEW TERMS:

Recyclable – when it is possible and practical to recycle a specific product.

Recycled content – when a product is (partially) made out of recycled material, i.e. a portion of the content of the material has been recycled.

Cradle to cradle – when a product (and all the packaging it requires) has a complete 'closed-loop' cycle, so that every component will either return to the natural ecosystem through biodegradation, or be recycled indefinitely.

For more information, visit www.thenextindustrialrevolution.org.



Recycling of e-waste



Clock made from e-waste parts



Biodegradable packaging

WASTE MANAGEMENT:

Separation at source – when waste is separated at the same place where delegates/the public throw it away, by providing different bins for different types of waste, i.e. at the point when a useful item becomes waste.

- **A twin-bin system** – when two bins are placed next to each other for recyclable (dry) and non-recyclable (wet) items.
- **A multi-bin system** – when different bins are provided for different waste types, such as glass, plastic, tin, paper and non-recyclables.

Back-of-house separation – when waste is not separated at source, but the main recyclable items are removed from the waste stream for recycling. This is a messy business, and contamination leads to a lower recovery rate when selling recyclable items, but can be avoided by providing separation at source.

Off-site separation – when waste is neither separated at source nor on-site, but only once it reaches a material recovery facility (MRF). It has a low recovery rate due to contamination.

Composting – when organic waste is processed in the presence of oxygen, resulting in a soil conditioner that can be used as a valuable source of nutrients for plants. When this is done in the absence of oxygen (anaerobic), such as in a landfill site, methane gas is produced as a by-product.

Landfill site – when waste is not reused, recycled or composted, it generally ends up in a landfill site (rubbish dump). The aim is to reduce the amount of waste sent to landfill sites.

A FEW TIPS:

- Ensure that bins for different types of waste are always placed right next to each other.
- Ensure that the bins are well marked with clear instructions, preferably colour-coded.
- Ensure that staff members are informed about the recycling, and what the process is.
- Ensure that visitors are informed about what is expected from them.
- Find out what types of waste can be recycled in your city.



Recycling bins



Delegates returning their delegate badges



Water conservation

Less than 3% of all water on earth is fresh water, and only a small portion of this is accessible from rivers or dams. Over the past century, freshwater consumption has risen at a rate double that of population growth. It is an increasingly scarce commodity, and therefore expensive for industrial, commercial and domestic users alike.

It is important to realise that Eskom is a large consumer of fresh water in South Africa, accounting for approximately 1,5% of the country's total water consumption annually. By saving electricity, you therefore save water as well.

Water conservation principles need to be incorporated into event-greening practices to ensure that people are aware of the value of water, and know how to use this resource wisely. Here are a few tips on how to minimise your water consumption. Refer to pages 31 to 47 for more information about water conservation in different key areas.

The total amount of water used during the 2002 World Summit on Sustainable Development could fill 67 Olympic-size swimming pools.

- Select venues (hotels, conference facilities, etc.) that implement water conservation practices through their policies and actions, as well as make visitors aware of these.
- Promote water conservation policies, such as a towel/linen laundry policy, where guests can choose to replace or reuse the towels/linen in their rooms.
- Promote water conservation devices, such as dual-flush toilets, tap aerators, and water-efficient showerheads.
- Encourage guests to save water by providing notices in bathrooms.
- Encourage the use of water-wise plants in gardens, and avoid irrigation of gardens between 10:00 and 16:00.
- Encourage the use of greywater for irrigation, if practical.
- Ensure that any wastewater is safely disposed of, and does not pollute fresh water.

Energy efficiency

Since 1970, global energy use has increased by 70%, and most of the electricity generated in South Africa comes from non-renewable fossil fuels, such as coal, oil or natural gas. The burning of these fossil fuels results in high levels of air-polluting emissions, particularly greenhouse gases (GHGs), which in turn contribute to climate change. For every megawatt hour of electricity used in South Africa, one ton of carbon emissions is generated. The two main aspects that are encouraged through event greening are the promotion of energy efficiency, and the use of renewable energy.

The type of technology, as well as the way in which it is used, affects energy efficiency. Use energy-efficient appliances wherever possible, although awareness and behaviour change are also very important. Even the best technology can be used in an inefficient way. This should be considered in the planning, operation, management and maintenance of venues and events.

Renewable versus non-renewable resources

A non-renewable resource is a natural resource that cannot be produced, regrown, regenerated or reused on a scale that can sustain its consumption rate indefinitely. These resources often exist in a fixed amount, or are consumed much faster than nature can recreate them. Fossil fuels (such as coal, petroleum and natural gas) and nuclear power are examples of non-renewable resources. In contrast, resources such as fish or timber (when harvested sustainably) or metals (which can be recycled) are considered renewable resources. Most energy resources currently in use are non-renewable, while the renewable ones (such as wind and solar power) remain largely untapped.

Renewable energy certificates (RECs) are a relatively accessible way to implement renewable energy practices. Through the purchase of RECs, you could support the generation of renewable energy equivalent to the amount of energy required for your event. You do not need to have a wind farm or solar panels, but could still have the benefit of accessing renewable energy.

Biodiesel is a diesel fuel substitute, produced from renewable sources such as vegetable oils, animal fats, and recycled cooking oils. It can be used in neat form, or blended with petroleum diesel for use in diesel engines. Biodiesel is biodegradable and non-toxic, and reduces emissions of carbon monoxide (CO) and CO₂.

The following should be considered to promote energy efficiency and the use of renewable energy. Refer to pages 31 to 47 for more information about energy efficiency in different key areas.

- Select a venue/accommodation that has an energy-efficiency policy in place.
- Use natural light and ventilation rather than air conditioning, whenever possible.
- Switch off all lights when leaving a room/venue.
- Consider using only 50% of lighting during preparation and cleaning.
- Consider the use of biodiesel for your generators.
- Purchase RECs for your event.

Green electricity

Green electricity, also called green power, is electricity that is derived from renewable resources, and that is generated in a sustainable manner. The Association of Issuing Bodies defines 'green electricity' as electricity generated by wind, solar, water (small hydro, wave, tide), geothermal sources and biomass, while it excludes electricity generated from nuclear power and landfill waste.

Renewable energy certificates (RECs) allow the purchase of renewable energy to match the consumption of electricity for a specific event, and are normally denominated in units of megawatt hours (MWh). It supports the production and distribution of renewable energy in South Africa in line with government targets.

How does it work? A green generator (suitably registered as such) produces electricity, which is fed into the national grid, and becomes undifferentiated from normal coal-generated electricity. However, at the time of generation, the green generator also produces a certificate (REC), which certifies the quantity and type of green electricity produced. This certificate is marketed and sold separately from the associated electricity. A consumer purchases the certificate, and when electricity is consumed together with the purchase of the green certificate, green electricity has in effect been consumed. The REC is redeemed at this point, and the consumer is able to claim the benefits (environmental and others).

What do you need to do? Prior to purchasing RECs, you will need to estimate the amount of energy needed for a specific event. Your REC supplier should be able to assist with this. You then need to request RECs from a suitably registered company, and provide the details of the specific event (date, time and amount of energy required). A certificate will be issued, but it is important that specific measurements are taken during the event to verify the exact amount of energy consumed. For frequently asked questions about RECs, visit www.eventgreening.co.za.

Renewable Energy Certificates Redemption Statement

This certifies the issuing, transfer and redemption of 1 REC (Renewable Energy Certificate) to:

The Jazz Street Party, Hout Street, Cape Town
10 December 2009

representing 1 MWh of Certified Green Power generated from Solar Home Systems
owned and operated by the Nuon RAPS Utility in Northern KwaZulu Natal

Certificate number(s): 08612703027957
8 December 2009



RECs are independently registered, issued and
redeemed by Green Energy in terms of the South
African National REC System framework
(www.the.green.energy.energy.RECs.org)



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GJ Morris (Director)

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The City of Cape Town will now be selling Green Electricity Certificates (GECs). This green electricity is generated at South Africa's first commercial wind farm, the Darling Wind Farm on the West Coast. The City aims to source at least 10% of the metro's energy from renewable sources by 2020, and an important contributor to this goal is the Darling Wind Farm. For more information visit: www.capetown.gov.za/en/electricity/GreenElectricity.

Emissions reduction

The reduction of emissions is an indirect outcome of many of the practices of event greening, and is critical when considering climate change and air pollution. During major global events, such as the WSSD, delegates produce vast amounts of carbon emissions simply through their air travel in getting to the event.

Consider the following when thinking of ways to reduce the emissions of your event. Refer to pages 31 to 47 for more information about emission reductions in the different key areas.

- Reduce the demand for air travel by interventions such as linking an international speaker via video conferencing.
- Ensure that your transport plan is implemented in such a way that it minimises carbon emissions, e.g. through the coordination of airport transfers, use of low-emission vehicles and encouraging car sharing.
- Promote the use of renewable energy at events, such as RECs, biodiesel, solar panels, wind energy, etc.
- Raise awareness of the impact of carbon emissions, and encourage delegates to make a voluntary carbon contribution to fund carbon offsetting.

What is carbon tax?

Carbon tax is a form of pollution tax. It levies a fee on the production, distribution or use of fossil fuels, based on how much carbon their combustion emits. The government sets a price per ton on carbon, and then converts it into a tax on electricity, natural gas or oil. Because the tax makes using dirty fuels more expensive, it encourages utilities, businesses and individuals to reduce consumption and increase energy efficiency. Carbon tax also makes alternative energy more cost-competitive with cheaper, polluting fuels like coal, natural gas and oil. Many countries are already implementing this, but in South Africa, it is still just a voluntary carbon contribution to raise awareness. South Africa will however introduce a carbon tax on vehicle use in the near future.

What is carbon offsetting?

The Kyoto Protocol has sanctioned offsets as a way for governments and private companies to earn carbon credits, which can be traded on a marketplace. The protocol established the Clean Development Mechanism (CDM), which validates and measures projects to ensure they produce authentic benefits, and are genuinely 'additional' activities that would not otherwise have been undertaken. Organisations that are unable to meet their emissions quota could offset their emissions by buying CDM-approved certified emissions reductions. For more information about the implications of carbon offsetting in the compliance market, have a look at the short DVD "Cap and Trade", which can be downloaded from www.storyofstuff.com.

Carbon footprint

Climate change, or global warming, is the gradual increase in global temperature due to a change in the composition of the earth's atmosphere. When greenhouse gases accumulate in the atmosphere, they act like a blanket around the earth, so that less heat escapes, creating a greenhouse effect. Humanity contributes to climate change by burning fossil fuels, deforestation, and increased farming activities.

The carbon footprint of an event is the total impact of the event relating to the total amount of CO₂ emitted due to the consumption of fossil fuels. This would include aspects such as the energy consumption, the waste generated, marketing, transport, flights, accommodation, and more.

A carbon-neutral event is when net greenhouse gas emissions are zero; thus, all the activities related to an event are measured, so that carbon emissions could be reduced where possible, and all unavoidable emissions that cannot be reduced through behavioural changes could be offset through a reputable carbon offsetting programme. It is essential that this be measured, and that it is an open and transparent process.

Carbon offsetting is when you do something proactively to balance out the carbon emissions created by your initial activities. This results in less greenhouse gases in the atmosphere than would otherwise have occurred. Making a financial donation to a project that reduces carbon emissions by an equivalent amount to that created by the initial action, is one form of carbon offsetting. You could also plant a tree for every four hours of flying, but need to ensure that this tree grows for twenty years to ensure that the emissions are offset. A 'carbon credit' is an emission reduction credit from another project, or verified emissions reduction (VER).

A carbon contribution is a payment made for the specific purpose of reducing a carbon footprint of a person or event. This could be either voluntary or compulsory (green tax). It is a financial instrument aimed at a reduction in greenhouse gas emissions, measured in metric tons of carbon dioxide (CO₂) equivalents, and may represent six primary categories of greenhouse gases.

The practical implementation of carbon offsetting relating to an event can be done in different ways, depending on the type of event. For example, the energy usage could be offset based on the amount of electricity used through RECs, and the delegates could offset their carbon emissions relating to the distance travelled to get to the event. Initially, only some of the emissions might be offset, but it is good to increase this over time, with the aim of becoming a carbon-neutral event where all emissions are offset. This type of offsetting is voluntary. At an international level, large companies need to comply with legislation based on the total amount of CO₂ they are allowed to emit (cap), but can buy carbon credits (trade). Carbon offsets are typically measured in tons of CO₂ equivalents, and are bought and sold through a number of international brokers, online retailers, and trading platforms.



In 2009, a total of 79 visitors cycled to the Rocking the Daisies festival, while 24 people walked. A lift-sharing and shuttle-bus service was also provided, which reduced the carbon footprint. A full carbon calculation was done for the event and unavoidable emissions were offset.

Biodiversity conservation

The variety of life on earth – its biological diversity – is commonly referred to as biodiversity. The number of species of plants, animals and micro-organisms; the enormous diversity of genes in these species, and the different ecosystems on the planet, such as deserts, rainforests and coral reefs, are all part of a biologically diverse earth. Appropriate conservation and sustainable development strategies attempt to recognise this as an integral part of any approach. Almost all cultures have in some way or form recognised the importance of nature and its biological diversity for people's livelihoods, as well as the importance of caring for the environment. Yet, power, greed and politics have affected the precarious balance between people and the planet. (Read more about this on www.globalissues.org)

The southwest corner of South Africa is home to the Cape Floral Kingdom, the smallest of the earth's six floral kingdoms, and the one with the highest density of plant species. This unique area has over 9 000 different plant species, as well as many animal species, and is one of the global 'biodiversity hot spots'. Many species are found only here – nowhere else on earth – and are known as endemics.

Our biological diversity and the availability of renewable resources are however declining, while the demand for resources is increasing. This loss in diversity limits the ecosystem's ability to deliver key services. It is important to ensure that delegates are aware of the value of biodiversity in general, and local biodiversity initiatives and hot spots in particular.

The two main aspects that are encouraged through event greening are the minimisation of the event's impact on biodiversity, as well as raising awareness among delegates of the importance and value of biodiversity in ecosystem functioning as well as human health and well-being.

The following should be considered to promote the importance of biodiversity. Refer to pages 31 to 47 for more information about biodiversity conservation in different key areas.

- Ensure that all indigenous plants used have been sustainably harvested.
- Ensure that no threatened or endangered species are used/eaten.
- Check with your venue/accommodation what they are doing to encourage local biodiversity, such as planting indigenous and water-wise plants in their gardens – they could even consider rooftop or terrace gardens.
- Highlight major innovative biodiversity initiatives in the host region (e.g. Cape Action for People and the Environment/CAPE).
- Encourage participant tours to local biodiversity conservation projects or nature reserves, if appropriate.

FishMS:
When buying fish at the market, or ordering it in a restaurant, you can check whether you can tuck in, think twice or avoid it completely.



Simply SMS the name of the fish to 079 499 8795, and you will immediately get a message telling you whether you should eat/buy or avoid the fish.



Golden Nongauza from Khayelitsha with his 'golden flowers' made from recycled tin cans

Social and economic development

Event greening is not only about the environment, but needs to consider the social and economic benefits to the local community as well. By stimulating the local economy and social development, the whole community will benefit from the event, and this will support poverty alleviation in the long term.

Initiatives to stimulate the local economy and empower the host community should be incorporated into greening activities whenever possible. This can be done by purchasing local products, skills training and job creation, or considering human health during event organisation.

Short-term and permanent job creation and training through the event-greening activities (e.g. training in waste separation, tour guides, translators, use of local suppliers of goods and services, etc.) could result in increased pride, better knowledge about sustainable living and practices, and the power to make more responsible decisions.

The following should be considered to promote social and economic development. Refer to pages 31 to 47 for more information in different key areas.

- Promote local job creation initiatives through event greening and hosting activities.
- Encourage fair employment practices, and contract service providers that do the same.
- Hire local staff wherever possible, and where there is no expertise, train local staff.
- Create jobs by developing a new demand for green products or services.
- Purchase local products, and use local suppliers of goods and services.
- Identify a local legacy project that will receive the benefits of the carbon offset project.
- Provide training on greening initiatives (e.g. waste separation, tour guides, etc.).
- Avoid damaging cultural heritage sites during an event.
- Avoid using goods or practices that are hazardous to human health.
- Donate unused food and other usable items to local charity organisations.



The Cape Argus Pick n Pay Cycle Tour partners with local Rotary Clubs to provide marshalling and porter services at the event. This provides economic benefits, and reduces the need for travelling, while building partnerships with the local community.



WHY IS EVENT GREENING IMPORTANT?

WHAT ARE THE BENEFITS OF EVENT GREENING?

Events are highly resource-intensive, and can have negative environmental consequences for the host city and population. Globally, more and more events are hosted in an environmentally, socially and economically responsible way. Many international clients who bring their events to South Africa are making event greening a part of their tender process. Greening your event should reduce the negative environmental impact, but should also leave a positive and lasting legacy for the local community.

The following are some of the positive benefits for the organisers, participants, service providers and the local community that should be considered:

- **Cost savings:** Conserving energy, reducing waste, purchasing local products, and simply consuming less can save money.
- **Positive reputation:** A green event is a very visible demonstration of your organisation's commitment to sustainability, and your support of global actions against the negative influence of global warming.



The 2009 Rocking the Daisies festival was named as winner in the small business category of the 2010 Climate Change Leadership Awards for their efforts to green their event. Rocking the Daisies has been showcased as the greenest music festival in South Africa, and received extensive media exposure due to their greening initiatives.

- **Environmental innovation:** Greening efforts promote innovative technologies and techniques, which help us to use resources more efficiently.
- **Awareness raising:** Each event offers a unique opportunity to raise awareness among participants, staff, service providers and the local community about the benefits of sustainable living, and enhances environmental best practice in the region.
- **Social benefits:** If planned and implemented carefully, the event could benefit the local region through providing jobs, selecting regional suppliers, promoting better working conditions, and acting as a catalyst for social improvement.
- **Influencing decision making:** By sharing standards, and introducing new ways of behaviour, other organisations could be motivated to introduce environmental and social improvements in their events as well.
- **Return on investment:** By pursuing greening, you will not only reduce costs, but also increase strategic opportunities.



Strategically placed waste bins with clear signage

WHAT ARE THE ENVIRONMENTAL IMPACTS OF EVENTS?

What are climate change, global warming and greenhouse gases (GHGs)?

Climate change is the natural cycle through which the earth and its atmosphere go to accommodate the change in the amount of energy received from the sun. The climate goes through warm and cold periods, taking hundreds of years to complete one cycle. Changes in temperature also influence rainfall, but the biosphere is able to adapt to a changing climate if these changes take place over centuries.

Unfortunately, human intervention is currently causing the climate to change too fast. Climate models predict that the average temperature in South Africa could increase with an estimated 2 °C over the next century – this is generally referred to as global warming. Plants and animals may not be able to adapt to this 'rapid' climate change as quickly as humans can, and therefore, the whole ecosystem is in danger.

GHGs, such as CO₂ and methane, occur naturally in the atmosphere, and trap heat that would otherwise exit into outer space. These act like a blanket around the earth, or like the glass roof of a greenhouse – the gases trap the heat, and keep the planet warm enough to support life on earth. Scientists have determined that a number of human activities are making this blanket 'thicker', and therefore contributing to climate change and global warming by adding excessive amounts of GHGs to the atmosphere (refer to illustration on page 21).

What are the causes?

Fossil fuels are a large source of excess greenhouse gases (GHGs), which are causing what is known as human-induced or 'anthropogenic global warming'. By driving cars, using electricity from coal-fired power plants, or heating our homes with oil or natural gas, we release GHGs into the atmosphere. Deforestation is another significant source of GHGs, because fewer trees mean less CO₂ conversion to oxygen. Many pollutants (chemicals that pollute the air, water and land) are sent into the air when fossil fuels are burnt. The raising of animals for food also has a huge impact on global warming, with large forest areas being cleared to grow soya beans to feed cattle, so that we can eat steaks.

These changes are happening at an unprecedented rate, and our actions contribute to them. Events include a variety of actions that contribute to GHGs, such as flights, accommodation, transport and even the waste that we create at these events. South Africa relies heavily on fossil fuels such as coal for generating electricity, and this significantly contributes to global warming, and makes us the largest contributor of carbon emissions in Africa.



The Greenhouse effect

What are the consequences?

As the concentration of GHGs increases, more heat is trapped in the atmosphere, and less escapes back into space. This increase in trapped heat changes the climate, and alters weather patterns, which may hasten species extinction, influence the length of seasons, cause coastal flooding, and lead to more frequent and severe storms. Below are some effects of climate change that we are already experiencing:

- Changes in weather patterns, with more frequent heat waves or cold spells.
- Heavier rainfall, which is leading to flooding in many regions, with extreme droughts in other areas.
- Hurricanes are increasing in frequency and strength.
- Arctic sea ice, glaciers and permafrost are melting.
- Ecosystems are changing.
- Sea-surface temperatures are rising.
- Seawater is becoming more acidic.
- The sea level is rising.

Events include a variety of actions that contribute to greenhouse gases (GHGs), such as flights, accommodation, transport as well as waste generation.

WHAT IS THE INDUSTRY'S INVOLVEMENT & RESPONSIBILITY?

With thousands of meetings, conferences and events being held around the world each year, the industry needs to consider its impact on the environment. These events, specifically large international ones, can have a significant impact on the social, environmental and economic conditions of the host city or country.

The accumulation of these events has a negative impact on our environment, specifically with regard to the use of natural resources such as water and energy. Events also create large amounts of waste, and contribute to air pollution and carbon emissions. The way in which events are hosted can reduce their negative impact, and also enhance the positive results.

The way in which events are hosted can reduce the negative impacts, and highlight the positive results.

As Cape Town is one of the top conference destinations in the world, the City of Cape Town has a vision to host and encourage events in a proactive, creative and inclusive manner, and to promote the city as:

- a place where events are developed, authorised and managed in such a way that they contribute to sustainable development, the responsible use of the City's natural environment, and resource efficiency;
- a vibrant, multidimensional, friendly place, which celebrates Cape Town's unique identity to host national and international events;
- a place that recognises communities, and events' impact on them;
- a place with the highest standard of safety and integrated event management;
- a place where events are recognised as a major driver of economic and social development; and
- a place where events contribute to a sense of experience and belonging.

It is the industry's responsibility to consider how events can be hosted in a sustainable (green) manner in line with the City's vision, which addresses the triple bottom-line. Office staff, sub-contractors, clients, delegates and exhibitors will need to be informed about the importance of event greening, and what is required from them. The events industry has an immense capacity to effect change by adopting a culture of sustainable consciousness and corporate responsibility.



Green implementation at the Vineyard Hotel & Spa

Checklist to help you in your planning

Your plan

You need to have a plan on how you want to go green:

- ☐ Start early and get a team together to drive it
- ☐ Compile an action plan indicating responsibilities and timelines
- ☐ Get buy-in and support from client, suppliers, sub-contractors, venues, etc
- ☐ Communicate your plans to delegates, exhibitors, clients, media, etc
- ☐ Train staff in event greening practices
- ☐ Monitor progress and evaluate success

Eco-procurement

Procurement of products and services have a big influence on event greening:

- ☐ Give preference to locally manufactured products – “local is lekker”
- ☐ Give preference to environmentally friendly products or services, such as organic wine or generators on bio-diesel
- ☐ Consider how you can REDUCE, RE-USE and RECYCLE when doing procurement
- ☐ Avoid the use of single use disposable products, such as paper cups, polystyrene food containers and sugar in sachets
- ☐ Avoid goods that are excessively packaged and buy in bulk whenever possible
- ☐ Encourage the use of goods that can be re-used / recycled or have recycled content

Accommodation

Accommodation should be close to conference or festival venues to avoid the use of transport. Check if they:

- ☐ Have energy efficient lighting or can use natural light
- ☐ Have a recycling programme in place for main waste types e.g. glass, plastic, paper
- ☐ Clearly display and implement a towel and sheet re-use policy for guests
- ☐ Provide soap and shampoo in bulk refillable dispensers rather than single use sachets
- ☐ Provide guests with a key card linked to the lights and air-conditioning in the rooms
- ☐ Provide a paperless check-in, check-out and billing process for guests
- ☐ Provide environmental training for their staff members and sub-contractors
- ☐ Inform their guests about their environmental initiatives

Venues

Discuss your greening plan when you do your site visit to the venue. When selecting your venue it is important to check the following:

- ☐ Are they within safe walking distance from appropriate accommodation, local shops, entertainment areas, etc?
- ☐ Will they be able to give you the option of using natural light?
- ☐ Do all the main access areas have energy efficient lighting?
- ☐ Do they provide waste separation; either at source, on-site or off-site?
- ☐ Can air-conditioning be kept to a minimum and set according to seasonal demand?
- ☐ Can back-up generators run on bio-diesel?
- ☐ Ensure that the possible negative impact on the environment is minimised when hosting outside open-air events

Food and beverages

Catering is often a difficult aspect to address, but it has a huge impact on event greening:

- ☐ Go local, seasonal and organic
- ☐ Ask for SASSI fish and try to avoid meat
- ☐ Provide healthy options for tea time such as seasonal fruit platters or health bread
- ☐ Consider the food miles when doing catering
- ☐ When confirming numbers to caterers, try to establish the exact amount of participants to avoid wastage of food
- ☐ Promote drinking of local tap water by using refillable jugs of water instead of bottled water
- ☐ Print menus on recycled / environmentally friendly paper or digitally on screen
- ☐ Ensure that the run-off water from taps is channelled to appropriate points and disposed of responsibly at open-air events

Exhibitions

The venue, exhibition organiser and exhibitors all have a role to play to ensure that greening is implemented at an exhibition:

- ☐ Ensure that the ‘green’ message is clear and simple in the exhibitor manual
- ☐ Ensure that banners and signs are generic whenever possible
- ☐ Ensure that inserts into visitor bags are kept to a minimum

Exhibitors at the event should be encouraged to:

- ☐ Choose decorations and display materials that can be reused
- ☐ Be innovative with their exhibition design and use recycled / recyclable materials
- ☐ Keep their packaging material and re-use it at the end of the event
- ☐ Provide electronic communication instead of printed hand-outs

The venue should:

- ☐ Ensure that their staff is trained and understand the greening plans
- ☐ Implement a multi-bin waste system in the exhibition area to encourage recycling
- ☐ Provide 50% lighting during set-up and strike of an exhibition

Marketing, PR and production

This is a relatively easy way to include greening elements into your event:

- ☐ Avoid glossy full colour publications, but rather print on paper with recycled content and request vegetable or soya based ink for printing when possible
- ☐ Avoid printing by providing information electronically such as on a CD or USB stick
- ☐ Choose gifts from local suppliers that are durable and useful
- ☐ Banners that cannot be re-used should be distributed to small businesses where they make products such as handbags
- ☐ Consider an electronic marketing campaign about the greening initiative

Transport

Every event needs transport, so you need to find innovative alternatives:

- ☐ Encourage incentives for car-pooling such as free parking and web-based lift share opportunities
- ☐ Use cycle-cabs in the inner city
- ☐ Provide group airport transfers instead of individual transfers
- ☐ Provide walking options by creating safe walking routes with maps between the accommodation and venue
- ☐ Ensure that drivers are trained so that they can provide fuel-efficient driving
- ☐ Ensure that the parking areas for events do not damage the natural environment

AV and equipment

When saving energy you also reduce your carbon footprint so consider the following:

- ☐ Turn all unnecessary equipment off overnight
- ☐ Use laptops instead of desktops because they are more energy efficient
- ☐ Use equipment with energy efficient rating such as ENERGY STAR®
- ☐ Dispose of old cartridges and IT equipment safely through e-waste initiatives

Décor

- ☐ Use energy efficient lights for décor
- ☐ Use soya candles instead of normal wax candles
- ☐ Use innovative materials such as Xanita board for furniture or partitioning
- ☐ Avoid the use of products such as fur that could involve animal cruelty
- ☐ When erecting marquees ensure that the natural environment is not damaged

Entertainment

- ☐ Choose local entertainers rather than flying in entertainers from other areas
- ☐ Involve entertainers in the greening process so that they can reflect it during the show
- ☐ Use the entertainment as a fun way to get the green message across to the audience

Office

But what happens behind the scenes?

- ☐ Ensure that all staff members know about the environmental policy
- ☐ Purchase products that are environmentally friendly with a high recycled content
- ☐ Minimise paper use – keep all correspondence electronic
- ☐ Print double sided and use small margins – consider printing two pages per sheet
- ☐ Use a multi-bin system for recycling and get staff involved in the process
- ☐ Use refillable ink cartridges for printing
- ☐ Arrange water coolers or fresh water instead of bottled water
- ☐ Encourage staff to switch off lights
- ☐ Plan staff shifts according to available bus and train schedules

Registrations

- ☐ Provide electronic registrations and correspondence
- ☐ Advise participants about ‘green behaviour’ before and during the event
- ☐ Encourage delegates / visitors to return their badges / lanyards for re-use

Rather start small than do nothing!



HOW TO IMPLEMENT EVENT GREENING

GETTING STARTED

Event greening is not rocket science; it is common sense if you care about people and our planet. It should also make financial sense, and build a positive brand, with many other benefits unfolding as it becomes a standard way of doing business. However, it is essential that it is incorporated into the core function of the event, and should not be an afterthought or an add-on at the last minute.

It is important that greening principles are included right from the start, even in the tender process for large events. High-level support is essential, as is an appropriate budget to ensure that the greening process is fully integrated. If the organisers, clients and sponsors support it with enthusiasm, the rewards will be even bigger. A clear 'statement of intent' to carry out a green event should be made at an early stage, as this helps to garner support from all the relevant role players.

The practice of event greening is not limited to a specific type of event, but can be implemented by venues or event organisers, regardless of the event or the client. Of course, you do not need to implement all recommendations in this book, but it is good to consider what you can do, and to implement them well. Over time, this could expand, and your event will become more sustainable, with a smaller impact on the environment. To organise a carbon-neutral event, you will require the input of an event-greening specialist, who can determine the carbon footprint of the event, and ensure that it is offset (Refer to page 47).

Before you decide on the extent of greening your event, you need to consider the following:

- **How green do you want to go?** If it is the first time you are doing it, implement a few basic principles that are effective, and improve on these over time.
- **Does your team know what to do?** Take time to explain what you are doing, and why you are doing it, so that they can actively participate in the greening process. It should not be a one-off, but a mind shift.
- **Who are the key role players in the greening of your event?** Consider how you can bring your clients, sponsors and service providers on board to assist you with your greening efforts.
- **Who is your target audience, and what would their level of understanding and expectations be?** International events will have to be more proactive in implementing event-greening practices.
- **How do you inform the visitors about the event greening?** You need both to inform them about what you are doing, and encourage them to participate actively where possible, such as providing a multi-bin system for waste separation at source, or giving them an opportunity to offset their carbon emissions for attending the event.
- **How will you measure your success?** If you cannot measure it, you cannot manage it. Get a few practical targets that you can aim for, and compare them with other events (benchmarking). Build on existing resources, and focus on activities that are achievable. Set 'smart' goals that are Specific, Measurable, Attainable, Realistic and Timely.

MANAGEMENT PROCESS

To ensure the successful implementation of your event-greening strategy, it is important to follow a few simple management principles.

Preparation

- set up green team, and identify champions

The first step is to ensure that a dedicated champion is identified (or appointed) to lead the process, and coordinate the greening input from the various role players. For larger events, this should be a green team rather than just one person. The green team could include high-level decision makers, managers, environmental experts, and key operational staff relating to aspects such as venues, transport, communication, etc. Event greening should however never be the responsibility of only one person, but is a team effort including all the different role players.

It is very useful to identify a celebrity or politician as a high-level champion, who can assist in getting the message across. Your high-level champions do not have to attend all the meetings, but as spokespersons, they need to be kept informed of progress.

Planning

- greening policy, principles, strategy and action plan

The second step is to put your vision into action with the enthusiasm of the green team. You need to determine the main principles that you would like to adhere to – for example, it is not always practical to promote the principle of using public transport in South Africa. Consider what you are serious about, and agree within your team to make them work.

These principles should be supported at a high level, and the best way to do this is through a simple greening policy, outlining what you want to achieve. This can be given to sponsors and suppliers, so that they are also encouraged to consider their environmental impact, and to comply with your policy. A policy guides the process, and may include aspects such as waste minimisation, energy efficiency or transport coordination. It should give clear guidance on what needs to be achieved, although not the details on how to achieve it.

Your policy is implemented through a greening strategy, which broadly outlines what you need to do, while your action plan gives more specific content to the planned interventions, with specific goals, target dates, responsible persons, related costs and desired outcomes. It is important to have event greening as an integral part of your event planning across all key focus areas. The strategy and action plan could form the basis for monitoring and evaluating the event, if your goals are measurable. It should however be flexible, and adapt to the changing needs of the event, while still adhering to the greening principles and policy.

Implementation

- communication, participation and awareness raising

All the planning in the world will not help if implementation is impractical and unrealistic. The action plan is critical to ensure that all the relevant preparation happens at the right time. The greening action plan should however be integrated with the main planning for the event, and cannot be done at the last moment.

Greening is something that happens 'behind the scenes'. Often, spectators/delegates are not aware of it, although they are keen to participate if they know what to do. This supports behaviour change as awareness grows, and if more people participate, it will make the task much easier. Encourage participants to get actively involved in greening initiatives, and ensure that they are aware of the process and know how they can contribute.

Staff and team members should be informed about the greening plan, and their role in the process should be valued. For example, cleaning staff are often not aware of the importance of recycling, or why it is done; yet they play a critical role in ensuring that recycling is done correctly. Participants find it infuriating if they separate their waste, just to find the cleaning staff come around and place it all in one bag when emptying the bins.

Service providers and sub-contractors need to know what is expected from them. With a conference, greening should not be limited to the conference venue, but should also include aspects such as accommodation or social events. Guidance might be required as to what they must do, but it would also be helpful to make available information on the greening of the event as a whole, such as the greening policy and principles, to encourage their participation.

The following may be considered to promote behaviour change:

- Develop and implement a greening communication strategy and action plan.
- Organise competitions that create awareness and require active participation.
- Provide a method of recognition to industry participants (e.g. certificates).
- Inform delegates/visitors about greening programmes through, for example, information documents, opening speeches and announcements.
- Provide delegates/visitors with tips on what they can do to assist with greening.
- Involve the local media before, during and after the event with greening snippets.
- Provide training programmes for staff and service providers.



Training of cleaning staff

Have a group briefing with all your contracted service providers right at the start of the planning process, to get their buy-in and support for the greening process.

Greening Action Plan

- Start early.
- Identify a greening champion in your team.
- Get buy-in from clients, suppliers, venues, etc.
- Compile a greening strategy, with actions and timelines.
- Train staff in event-greening practices.
- Communicate your plans to delegates, exhibitors, clients, media, etc.
- Monitor progress, and evaluate successes.
- Compile a report with lessons learnt, as these will be important to benchmark future events.

Management Process



Greening needs to be a continuous process.

Monitoring and evaluation

Monitoring and evaluation is an essential component of event greening, and should be used to make continuous improvements. A detailed plan needs to be in place to ensure that information is gathered on all aspects of the event – before, during, and also after the event. This ensures that information is available to understand the effects of greening interventions (e.g. to what extent was water used, and how did water-saving measures reduce water use) as well as the potential improvements to future event-greening initiatives.

At the end of the event, you will need to determine if the aims and objectives set out in the greening strategy and action plan were achieved, and capture the lessons learnt. The collection of this information can be a key element of long-term awareness-raising processes. The goals set out in the strategy should however be measurable to determine a baseline impact of the event as a benchmark for future events.

Set 'smart' goals that are
Specific, Measurable,
Attainable, Realistic
and Timely.
If you cannot measure it,
you cannot manage it.

The evaluation report can be used to make people aware of the environmental impact of the event, and thereby help to ensure that people are responsible for their actions. It should however be an integral part of the process, and should not be left until the end. The following can be included in the monitoring and evaluation strategy:

- Determine what needs to be measured, and how or when this should be done. For example, when considering energy use, you would need to determine both the amount of diesel used for the generator, as well as the amount of electricity received from Eskom. Also consider any other energy sources, such as gas used for cooking, or trucks used to refrigerate food and beverages on-site. These need to be identified upfront to ensure accurate measuring.
- It is helpful to get input from delegates about their perception of the event-greening initiatives. This can be done through a questionnaire, interviews or a competition.
- Ensure that the monitoring is well documented, fair and transparent.
- Ensure that lessons learnt are captured and improved on at future events.
- If possible, it is good to make your final document available to the general public for scrutiny.

The monitoring and evaluation report plays an important role in identifying lessons learnt, and suggesting improvements for future events. It is important to take these into consideration when reviewing the past event, and starting to plan the next one, to avoid similar mistakes. The evaluation should be well documented, and a similar methodology for evaluation should be used at future events so that results can be compared. The review methodology and lessons learnt aim to close the loop, and encourage continuous improvement.



During the 2008 Green Building Council Conference and Exhibition the delegates were invited to calculate their carbon emissions related to their travelling to the event. They could then make a voluntary carbon contribution and received a fridge magnet made from recycled tin cans.

Leaving a positive legacy

The 'lifespan' of an event is usually quite short. However, when you consider sustainability, it is important to take into account the positive long-term impact or legacy of the event on the host city or community. Accountability is showcased through actively promoting legacy projects, while also reducing the negative impact with a triple bottom-line approach. The event should contribute to long-term change that promotes the social, environmental and economic aspects of sustainability. Many of the preceding principles would contribute to leaving a positive legacy, but at the same time, activities can be initiated that highlight specific legacies from the event. Obviously, larger events can leave a large legacy, but small changes can also contribute to a better future.



'Get rid of your jeans for good' campaign: Jeans were collected at this event and distributed to the local community



Harvest of Hope community garden in Fezeka, Gugulethu

Positive actions include the following:

- Carbon offsetting funded through voluntary carbon emission contributions from delegates.
- A better level of understanding of environmental issues due to ongoing awareness-raising initiatives, campaigns, competitions and events in the community and among staff.
- An improved transport system and reduced emissions from transport due to changes made to reduce the environmental impact of transport at large-scale events such as the 2010 FIFA World Cup™.
- Improved water and energy usage by the venue through event-greening interventions.



At the 2006 ICLEI (Local Governments for Sustainability) World Congress, carbon contributions were collected and donated to the Kuyasa solar water heater project in Khayelitsha as their legacy project.

The Table Bay Hotel's Adopt-a-Tree Project allows guests to buy a tree that is then planted at under-privileged schools throughout Cape Town, while the Vineyard Hotel & Spa supports Trees4Schools.

HIGH-IMPACT AREAS FOR GREENING INTERVENTIONS

Event-greening practices (as outlined on pages 5 to 18) can be implemented in all aspects of event management by venues, sub-contractors, suppliers and event organisers, regardless of the size or type of event.

This section considers the **implementation of event-greening practices** in some key focus areas. These high-impact areas were chosen, as they can lead to a considerable reduction in the negative effect on natural resources, as well as have a positive influence on social and economic development:

- Venues and accommodation
- Food and beverages
- Exhibitions
- Marketing, PR and production
- Transport
- General

Tips are applicable to organisers, venues and sub-contractors/suppliers. However, a holistic approach is advisable to implement a comprehensive greening strategy successfully.



Energy-efficient lights:

- Compact fluorescent lights (CFLs) (CENTRE) are four times more energy efficient, and last up to eight times longer, than the 'normal old' incandescent bulbs (LEFT) that provide the same amount of light.
- Light-emitting diode (LED) (RIGHT) cluster bulbs represent the latest in cutting-edge technology, and require only 5% of standard energy use, and have a much longer lifespan.



The Vineyard Hotel & Spa contributes towards a cleaner, safer and more sustainable planet through staff education, energy efficiency, water conservation, and a comprehensive recycling programme. Their conference venue is powered by renewable energy, and they have extensive water-wise gardens.

Venues and accommodation

The first step is usually selecting a venue for the event, and ensuring that there is appropriate accommodation available, if required. At this point, you already need to consider event-greening requirements, because the venue plays a critical role. If you select a venue that has an environmental policy in place, and implements greening practices, half the battle is already won. Many greening practices are simply good housekeeping, but if these are not in place, it will be difficult to ensure that the greening goals are achieved.

Many venues and accommodation establishments have already experienced the return on investment when going green, e.g. by more innovative annual maintenance, such as the installation of energy-efficient lights, or regular checks for leaking taps. Green renovations are initially more costly, but usually lead to larger cost savings in the long term. These include the installation of dual-flush toilets, greywater systems or solar water heaters. The payback period reduces as the cost of electricity and water increases.

When selecting a venue for your event, consider the following:

Your venue choice could make or break the implementation of a successful greening action plan. By working with the team at the venue, you may even be able to assist them to improve their own greening strategy. An initial visit to the venue, and discussions with their management, including their environmental officer, will help you to make your final decision. The following main points should be considered when selecting the venue, and negotiating the contract:

- Check whether they have an **environmental policy** for their venue. If they do, ask them for a copy. This should ideally be displayed at their entrance, and should be easily accessible.
- Check whether they have an **Environmental Management System (EMS)** in place, such as ISO 14000, or have any environmental rating. If they do, ask for more information about it.
- Check whether they have an **eco-procurement** policy in place that gives preference to environmentally friendly and locally sourced goods and services. If they do, ask for more information about it.
- Check the status and availability of the **waste management** and available infrastructure, as well as who manages this, or whether this has to be factored in as an extra.
- Check whether they have a **recycling programme** in place for major waste streams, such as glass, tin, plastic, paper and organic waste. If they do, ask for more details about how this works, and who is responsible to ensure that the waste is recycled and not sent to a landfill site.
 - Check whether they (or their sub-contractor) will be able to provide waste separation at source, on-site or off-site, that will comply with the anticipated waste streams of your event.
 - Check whether they (or their sub-contractor) will be able to provide you with statistics on the type, volume and weight of the waste recycled and sent to a landfill site.
 - Encourage a multi-bin system at source to reduce contamination of waste. Note that venues often have a system in place for their own affairs, but not for events hosted at their venue.

- Check whether they will be able to give you the option of using **natural light and ventilation** – this is energy efficient, but usually also pleasant for the delegates as opposed to sitting in a dark, stuffy venue.
- Check on their building management system for electrical requirements, such as **lights and air conditioning**, to ensure that these can easily be set according to need on the day. If possible, the use of air conditioning should be kept to a minimum, and should be set according to seasonal demand.
- Check whether all the main access areas have **energy-efficient lighting**, such as CFLs (compact fluorescent lights) or LEDs (light-emitting diodes). Ask whether it is possible to dim lights (50%) during build-up and breakdown days, and still comply with safety regulations.
- Check whether they can provide you with energy from **renewable energy** sources, such as solar, wind or RECs.
- Check whether all **toilets and taps are water efficient**, e.g. are toilets fitted with a dual-flush device, interruptible flush system, small cistern or displacement device, or set optimally in the case of flushmaster systems?
- Check whether **staff members receive environmental training**. If so, enquire about details to determine the level of understanding that you could expect from staff members around greening issues.
- Check whether they are within **safe walking distance** from appropriate accommodation, local shops, entertainment areas, etc.
- Check whether they are **close to public transport connections**, or if they promote the use of 'green' taxis or pedicabs.
- Check whether they use **biodegradable** and/or **non-toxic cleaning chemicals**.
- Check whether they have **any corporate social investment (CSI) programmes** in place. Ask them for details about these to see how they support their local community, and promote local economic development. You might even be able to contribute to their CSI programme through your event.
- Check whether they will be able to **provide refillable jugs of water instead of bottles** of water for delegates. Also check whether they can provide glasses instead of disposable cups at water coolers in the venue.
- Check whether they comply with the **food and beverage requirements indicated** on pages 36 and 37.

When hosting an open-air event, consider the following:

- In terms of the National Environmental Management Act (Act 107 of 1998), an **environmental impact assessment (EIA)** may need to be compiled by an independent specialist to determine any negative impact on the natural environment for open-air events. Ensure that you check on the legal requirements.



Some venues are already offering fruit as a healthy alternative to pastries during tea breaks



Delegates were provided with fresh water in jugs at this water station

- Open-air events usually require the external sourcing of infrastructure, such as generators, portable toilet facilities, audiovisual equipment and more. When arranging the infrastructure, it is important to ensure that any possible negative impact on the environment is considered by including the following in your quote/tender requirements:
 - Request generators that run on biodiesel instead of normal diesel.
 - Request toilets that are free of formaldehyde and other harmful chemicals.
 - Request energy-efficient audiovisual and lighting equipment.
 - Ensure that any runoff water is safely disposed of at open-air events, to avoid the pollution of groundwater.
 - Ensure that the natural fauna and flora are not damaged – this might require that certain sensitive areas be cordoned off to protect them, and even rehabilitated after the event, if required.
 - Ensure that a waste management system is in place, with a maximum focus on recycling, as this is a requirement for the City approval process.
 - Ensure that the area is left in the same or a better condition than when you found it.

Biodiesel is biodegradable and non-toxic, and reduces carbon monoxide (CO) and carbon dioxide (CO₂) emissions.



The generators at Rocking the Daisies 2009 ran on biodiesel and the mobile toilets operated on solar-power with no harmful chemicals

When selecting accommodation, consider the following:

Accommodation establishments make heavy demands on natural resources (water and energy), and create large amounts of waste on a daily basis. With the proper policies and practices in place, it is possible to reduce these demands considerably. The Responsible Tourism Guidelines, developed by the then Department of Environmental Affairs and Tourism in 2002, encourage tourism operators and accommodation establishments to grow their businesses, whilst providing social and economic benefits to local communities, and respecting the environment.

When considering a venue or accommodation establishment, similar considerations need to be taken into account. For ease of reference, we put together this easy checklist, which you can simply send to the hotel/guesthouse/ lodge. By asking the following simple questions, you should be able to get appropriate information to enable you to make an informed decision when selecting or recommending accommodation options: (See next page.)

CHECKLIST TO FIND APPROPRIATE ACCOMMODATION ESTABLISHMENTS FOR YOUR EVENT

QUESTION	YES	NO
Do you have an environmental policy ? If so, please provide a copy.		
Are you a member of a green rating system , such as FTTSA, Green Leaf, GreenStaySA, Green Globe or Heritage? If so, please provide information.		
Do you have an Environmental Management System (EMS) in place, such as ISO 14000? If so, please provide certification/information.		
Do you have an eco-procurement policy in place, giving preference to environmentally friendly and locally sourced products/services?		
Do you use biodegradable and/or non-toxic cleaning chemicals ?		
Do you have a recycling programme in place for major waste streams, such as glass, tin, plastic, paper and organic waste? If so, please provide details.		
Do you provide soap and shampoo products in bulk , refillable dispensers? If individual bathroom products are provided, do you ensure that they are not replaced before they are empty, and that containers can be reused?		
Do you implement a towel and sheet re-use policy for guests, and is this clearly indicated in all rooms?		
Do you have low-flow shower heads and tap aerators for guest rooms?		
Are all toilets water efficient (e.g. fitted with interruptible flush systems, small cisterns or displacement devices, or set optimally in the case of flushmaster systems)?		
Do you have energy-efficient lighting , such as CFLs or LEDs in all easy-access areas?		
Do you issue guests with a key card linked to the lights and air-conditioning in the rooms to help save electricity?		
Do you make use of renewable energy sources , such as solar, wind or RECs?		
Do you provide a paperless check-in , check-out and billing process?		
Do you use eco-friendly paper that carries the approval of the Forest Stewardship Council (FSC), and has recycled content?		
Do your staff members receive environmental training ?		
Do you inform your guests about your environmental initiatives?		
Do you request guests to assist you in saving water and electricity?		
Do you promote the use of ' green ' taxi operators or pedicabs?		
Are you within safe walking distance from the conference centre?		
Do you use water-wise plants in your garden area?	N / A	

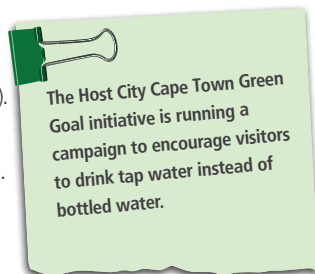
Food and beverages

Wherever people meet, there is a need for food and beverages in some form or another. Whether it is a formal gala dinner, a picnic hamper or a hotdog, it has hidden environmental impacts that need to be considered. From the production and packaging of the food, through to the transport, storage, and finally the preparation – these all need to be taken into account when considering the impact of catering in the events industry.

- **Green choices:** The environmental impact of the food and drink that are consumed can be greatly reduced by the choice of products, where they are sourced, and how they were produced, especially if you host large outside festivals. Preference should be given to caterers with a proper environmental, social and economic policy, and a site visit could determine if these policies are actually implemented.
- **Local, seasonal and organic:** Menus should reflect seasonal produce, so that fresh food items can be sourced locally. Out-of-season items are usually grown in hot houses, or have to be flown in – both resulting in high carbon emissions. Organic food is a good choice, because it is grown without any pesticides, artificial fertilisers or genetic modification. If the organic food has to be flown in from foreign countries, however, this counteracts the initial good intention.
- **Support local, responsible and green suppliers:** If possible, support local suppliers with locally grown produce. When using an outside caterer, set a specific percentage of items that have to be local, fair-trade or organic.
- **Fair-trade:** This concept was initiated in the 1970s to ensure that farm workers in rural, developing countries received a fair wage for their products, such as cocoa, coffee beans and bananas. Over time, the concept has expanded to various products in different countries. International rating systems provide credibility, and ensure that the benefits (premium paid on the product) actually reach the beneficiaries.
- **Food miles:** This refers to the distance that food has travelled from field to plate – it is best to eat food with low food miles, because it would be fresher, and would have a smaller carbon footprint.
- **Healthy choices:** Provide healthier options, such as seasonal fruit platters, at teatime, and ensure that other main meals automatically include low-GI (glycaemic index) and low-fat food choices. These have the added benefit of regulating delegates' energy and concentration levels.
- **SASSI:** The Southern African Sustainable Seafood Initiative was initiated in 2004 in order to inform and educate all participants in the seafood trade – from wholesalers and restaurateurs through to seafood lovers – about the importance of the sustainable harvesting of fish in South Africa. The aim is to promote voluntary compliance, shift consumer demand, and create awareness of marine conservation issues. By sending an SMS with the name of the fish you are about to order to FishMS at 079 499 8795, the species status can be checked immediately, with information on why it might be endangered (www.wvssassi.co.za).
- **Eat less meat:** Offer vegetarian meal options, and where possible, minimise the quantity of red meat offered. Meat production accounts for considerably more carbon emissions compared to non-meat products, and 17% of the total amount of carbon emissions globally.

Meat production creates more carbon emissions (17%) than all the transport on earth, including planes, trains, cars and ships (11%).

- **Leftover food:** When confirming numbers to caterers, try to establish the exact number of participants to avoid wastage. Ask the caterers whether it is possible to arrange with a local charity organisation to collect leftover food. FoodBank is a national organisation that assists with the collection and distribution of leftover food (www.foodbank.org.za).
- **Cutlery and crockery:** Whenever possible, request reusable mugs, silverware and plates to avoid the use of disposable items, as these have a very short lifespan, and mostly end up on a landfill site. If you have to use disposable (e.g. plastic, polystyrene or paper) plates, glasses and eating utensils (i.e. for picnics, staff meals, exhibitor set-up and exhibition meals, informal vendors, etc.), ensure that they are recycled rather than sent to a landfill site. If biodegradable options are implemented, such items could be composted instead. However, it is important that biodegradable and recyclable items are kept apart, as it will have a negative impact on both the recycling and composting benefits if the two are mixed.
- **Buy in bulk, and reuse:** Provide beverages in bulk, i.e. fruit juice and fresh water on tables, instead of separate juice boxes and water bottles. Avoid the use of single-use containers, such as sugar sachets, but rather provide a sugar bowl. Avoid unnecessary disposable items, such as plastic straws and plastic coffee stirrers.
- **Waste management:**
 - A waste management plan must be drawn up to account for service provision and the recovery of valuable materials that do not need to be landfilled.
 - A recycling system should be implemented for all the major waste streams, such as glass, plastic and tin.
 - Caterers should keep their organic waste separate, so that it can be composted.
 - Kitchen staff and waiters need to understand why and how recycling is done.
 - Recycling containers need to be visible and clearly marked in the kitchen and dining areas, and at venue exits.
 - Avoid excessive packaging of food and beverages; alternatively, ensure that it is recycled.
 - Use cloth napkins instead of paper serviettes.
- **Water conservation:**
 - Promote drinking of local tap water (which is among the safest in the world).
 - Request refillable jugs of water instead of bottled water for delegates.
 - Request glasses instead of disposable cups at water coolers, where possible.
 - Consider providing reusable water bottles as delegate gifts, which could be used both at the event and afterwards. This is also an excellent opportunity for sponsor branding.
 - Ensure that there are ample water points, where event participants can fill up their water bottles.
 - At open-air events, ensure that the runoff water from taps is channelled to appropriate points, or caught in containers, from where greywater can be reused or disposed of responsibly.
- **Printing:**
 - Ensure that paper has the Forest Stewardship Council (FSC) logo, which indicates that the raw material was harvested, and the paper manufactured, in an environmentally friendly manner.
 - Print programmes and menus on recycled/environmentally friendly paper.
 - Consider providing programmes and menus digitally on-screen.
 - Print client sample menus on both sides of paper, or on recycled paper.



Exhibitions

With a trade show or expo, an exhibition may be the core component of the event, while on other occasions, it is done on a smaller scale in support of a larger event. Regardless of the size or purpose of an exhibition, it provides the opportunity to do business as usual, or to think twice about the environmental footprint.

This section provides some guidelines for exhibition managers to encourage them to host a green exhibition by working with the venue, sub-contractors, exhibitors and visitors.

- **Start early:** Make an early start with your plan to 'green' your exhibition, as it will impact on information that is distributed to potential sponsors, exhibitors and the media. This also allows ample time for exhibitors to adapt their exhibitions accordingly.
- **Clear guidance:** Ensure that a clear and simple 'green' message appears in your exhibitor manual, with tips on what the exhibitors can do, and what is expected from them. The sub-contractors or suppliers will also need to buy in on the event-greening strategy, which needs to be clearly communicated in the briefing sessions, and must be included in all the exhibition contracts. Outline green procurement and environmental requirements for exhibitors, such as avoiding the use of polystyrene food packaging, and only providing biodegradable products.
- **Generic signs:** Banners and signs should be generic whenever possible (i.e. not dated), so that they can be reused at future events. If some banners need to be one-off, ensure that these are recycled.
- **Innovative designs:** Encourage exhibitors to be innovative by rethinking their designs and materials used in the building, such as the use of recycled and recyclable materials in their exhibition. Wood used should carry the Forest Stewardship Council (FSC) logo to certify that it was grown and harvested sustainably. Innovative designs can minimise the need for lighting and other energy requirements at the stand.
- **Efficient lighting:** Exhibition organisers usually provide lighting to exhibitors, but sometimes exhibitors have a custom-built stand, and therefore bring their own, specialised lighting. Either way, it is important to promote the use of energy-efficient lights, and to ensure that these are switched off when not required.
- **Pamphlets and brochures:** Traditionally, exhibitors used to hand out many pamphlets and brochures among visitors, but this practice is expensive and not very effective. Encourage the use of digital media, where exhibitors provide information on their website, or on a reusable memory stick. Encourage visitors to take pictures with their cellphones, instead of printing product-specific brochures with a limited lifespan.
- **Visitor packs:** Inserts into visitor bags should be kept to a minimum, and visitors should rather be given the option to pick up appropriate information as they go through the exhibition. Consider giving away a memory stick instead of a bag, to encourage the move away from paper to electronic communication.



Keep hand-outs in visitor packs to a minimum



Dim lights to 50% during build up and breakdown



This Green Building Council of South Africa exhibition stand is made from Xanita board

- **Giveaways:** Trade shows and large consumer exhibitions usually have products or 'gimmicks' that they give away to visitors, and these are usually cheap and mass-produced. Encourage exhibitors to rethink their strategy, and rather give gifts made from reusable, recycled or recyclable materials. If these products are locally manufactured, it is even better, as it supports the local economy, and has a smaller carbon footprint.
- **Packaging:** Large volumes of waste are generated through over-packaging. Encourage exhibitors to keep the packaging material that was used at set-up, and use it again at break-down/strike of the exhibition.
- **Encourage recycling:** Waste management is usually the responsibility of the venue, but the exhibition organiser can influence the effectiveness of recycling at a specific event.
 - Reduce the amount of waste generated, by encouraging exhibitors to bring only what they require.
 - Encourage the reuse of items such as packaging material used for the transportation of an exhibition, or banners made for the exhibition.
 - Encourage visitors and exhibitors to return their badges/lanyards when they leave, so that these can be reused at future events.
 - Implement a multi-bin system in the exhibition area to encourage waste recycling at source.
 - Ensure that visitors are informed about the recycling programme, and that they know what to do – this information needs to be provided at the recycling station, together with clearly marked bins.
 - The golden rule is always to have a full set of clearly marked bins at each recycling station, and ensure that there are enough recycling stations – make recycling as easy as possible.
 - Recycling stations need to be placed close to where the waste is generated, such as where food is sold, or at security points.
- **Drink tap water:** Provide jugs with fresh water at staff and visitor canteens, instead of bottled water. Ensure that leftover water does not get thrown down the drain, but is used for cleaning, or the watering of plants. Provide enough water points at outdoor exhibitions or shows, and design these to catch runoff water. If possible, channel this greywater to a garden, but ensure that only non-toxic, biodegradable soaps are used.
- **Local is 'lekker':** Using local products and suppliers is environmentally beneficial, because it reduces transportation requirements and the associated environmental impact. It also supports the local economy, which in turn makes the area more desirable as an exhibition destination. In addition, it supports local economic development, which in turn assists in job creation and poverty alleviation.
- **Communication:** When all the hard work comes together during the actual exhibition, it is good to be able to share this with the visitors, so it is important to ensure that the 'green' message is communicated. This needs to showcase all the greening efforts behind the scenes, and give guidance to the visitors on what they can do to contribute. Exhibition organisers and exhibition venues should motivate the host/client to have a stand/table dedicated to event greening at the exhibition. It is not only educational, but also promotes event greening principles. Also consider hosting a competition, or providing a discount for the most sustainable exhibition stand.
- **Measure it – manage it:** To see exactly how effective your greening efforts are, you will need to measure all your greening interventions. Specifically keep track of the amount of energy used and waste generated. This information will indicate the carbon footprint, guide the final reporting of the event, and could be used to make certain improvements to future events.

Marketing, PR and production

Large events usually require a large amount of marketing, which would include aspects such as media, communication, public relations and the associated production. It is an important aspect of an event, but should also be done responsibly, as it contributes to the event's environmental footprint. The following aspects should be taken into account:

- **Media:** Ensure that the media are informed about the greening strategy, and integrate it with the media strategy in an innovative way. For a press release, you can request that the media bring their memory sticks, or the information packs can be e-mailed to them or made available for download off the website.
- **Electronic media:** The internet and e-mail are powerful tools. Therefore, consider having an electronic marketing and promotion campaign. Use blogging or twittering as channels for discussion and feedback. A cyberspace media event can attract a lot of attention if it is done creatively, and avoids the need to travel, and saves time and resources. Add another dimension to your event, and create a 'second-life' persona for your organiser, which is a free, three-dimensional virtual world, where users can socialise, connect and create by means of free voice and text chat.
- **Reduce:** Printing of marketing and promotional information for an event should be kept to a minimum as the first step of smart resource management.
- **Reuse:** Branding and signage should be designed and written in a generic way, so that they can be reused for other meetings as well (i.e. do not date them).
- **Recycle:** If banners cannot be reused for meetings, ensure that they are distributed to small businesses, who use the banner material to manufacture products such as handbags.
- **Paper:** When printing programmes or promotional material, request paper with recycled content, or that was made from renewable sources such as sugarcane fibre (e.g. SAPPI Triple Green). It is best to get paper with a high 'post-consumer' waste content, and that is totally or elementary chlorine-free. Avoid glossy, full-colour publications, and request vegetable or soya-based ink, when possible.



An innovative, fun and 'green' way of doing signage



Scatter cushions that were used as décor during the 2008 International Association for Women's Rights Conference were given to the organising committee as gifts



The launch of the Cape Town Green Map was done on a virtual platform where media and interested parties received information electronically. www.capetowngreenmap.co.za



- **Delegate bags:** If a delegate bag or gifts are needed, ensure that these are produced locally. Choose natural rather than synthetic materials. If possible, try to obtain bags made from recycled material, and make sure that they can be reused after the event. Give delegates the opportunity to return their delegate bags after the conference, so that these can be donated to poorer communities.
- **Delegate bag contents:** Inserts into delegate bags, such as sponsor flyers and tourism information, should be kept to a minimum. Rather arrange a display table at registration, with all the information available, so that participants can decide what they want. Other inserts, such as printed programmes, should be kept to a minimum and made available on request only. Conference/event programmes can be displayed on plasma screens around the venue, or a copy of the full programme can be put up in central areas.
- **Digital information:** Provide participants with a CD or USB stick with all the conference material, to avoid printing. If you produce CDs, ensure that the covers are made from biodegradable materials.
- **Photography:** All photographs should be in digital format. If photos are to be sold to participants at the event, display them digitally rather than in print format.

Transport

Transport requirements for events produce high levels of carbon emissions, and consume large amounts of energy. Some small changes can have a big impact on the carbon footprint of an event, and can reduce harmful emissions. With international or national events where many people have to use air travel, transport can account for most of the emissions. Even with local events, the transport emissions can be high due to the use of single-occupancy vehicles. Transport is therefore an important area for greening interventions, with the main objective to reduce harmful carbon emissions.

- **Reduce:**
 - Minimise the need for travel when selecting the venue, for example by holding meetings at the hotel where participants are staying.
 - Select venues for social events that are within walking distance from hotels, or arrange group transport for participants.
 - Time events so that travel occurs during off-peak rather than peak hours.
 - Provide walking options by creating safe pedestrian routes with maps.
 - Venues could promote cycling by providing safe bicycle parking facilities.



Cape Town has its own transport company owned and operated by women. Their fleet includes vehicles powered by liquefied petroleum gas and biodiesel (second-generation cooking oil).

Cycle cabs are used in Cape Town to provide non-motorised transport. By supporting this initiative you cut down on carbon emissions and support the local community.

- **Flying:** When flying is necessary, suggest airlines with good environmental policies, and provide opportunities for travellers to offset their carbon emissions. Some airlines, such as Kulula, KLM and Virgin Atlantic, have an additional option for carbon offsetting when booking a flight.
- **Transfers:** Airport transfers can be well intended, but if they are not properly coordinated, they can significantly increase the event's carbon footprint. Provide clear instructions to staff, delegates and suppliers about the transport arrangements, and encourage transfers at specific times rather than upon arrival of each guest.
- **Car-pooling:** Create incentives for locals to form car pools, such as free parking if there are more than two people in a car. Also consider using a web-based car-sharing scheme.
- **Tours:** Tours and site visits should clearly state the minimum number of people to make the tour viable, so that buses do not drive around empty. Alternatively, the bus size should be adapted to the number of people.
- **Alternative fuels:** Consider the use of alternative vehicle technologies or fuel sources, such as ethanol, biodiesel, or electric or hybrid vehicles, for VIPs or high-profile requirements.
- **Parking:** When allocating parking for large events, ensure that parking areas are created where they will cause the least damage to the natural environment.



At Velo Mondial 2006 delegates used these bicycle taxis to get around
– pedal power

Green fuel

- Ethanol is an alcohol fuel made by fermenting and distilling starch crops, such as corn.
- Biodiesel is a diesel replacement fuel manufactured from vegetable oils or animal fats.
- Hybrid-electric vehicles combine the best features of the internal combustion engine with an electric motor, and can significantly improve fuel economy, without sacrificing performance or driving range.
- Fuel-cell vehicles (FCVs) are electric motors powered by fuel cells, which produce electricity from the chemical energy of hydrogen – the only by-product of a hydrogen fuel cell is water. However, many challenges must be overcome before FCVs are mass-marketed and sold locally.
- The "Joule" is South Africa's first electric vehicle. www.optimalenergy.com



At the 2006 ICLEI World Congress, delegates received maps and directions for safe pedestrian routes to encourage walking instead of driving to the venue.

Ensure that **drivers are trained** to drive fuel-efficiently. Consider the following driving tips:

- Observe the speed limit, as this influences fuel economy – use cruise control wherever you can.
- Avoid aggressive driving, such as hard acceleration and braking.
- Remove excess weight from vehicles, such as extra items in the boot.
- Drive smartly – plan and combine errands to make as few trips as possible.
- Avoid the use of the air conditioner, if possible.
- Avoid excess idling of the vehicle.

The ongoing **maintenance of your vehicles** could also impact on fuel efficiency:

- Get regular tune-ups and maintenance checks.
- Keep tyres properly inflated and aligned.
- Use the recommended motor oil.
- Replace clogged air filters.

General

Besides the main focus areas mentioned above, there are many other areas in which valuable changes and improvements can be made. This section examines the following additional elements:

- Audiovisual and information technology (AV and IT)
- Décor
- Entertainment
- Office
- Registration

Audiovisual and information technology (AV and IT)

Special events generally require high-impact AV and IT, which can use a lot of energy. Lighting is used to create a specific atmosphere, or to get a message across, which is usually a key requirement of the host. If this can be avoided, it would reduce the carbon footprint of the event. Alternatively, however, it is important for the sub-contractors to have an environmental policy in place, and to ensure its implementation in their day-to-day work.



The 2002 World Summit on Sustainable Development (WSSD) consumed enough electricity to provide 100 homes with free power for a year, and created more carbon and waste in ten days than what the whole of Johannesburg produces in a month.

- **Efficient lights:** Encourage the use of LED lights, where possible; they are very useful for lighting effects, as they can change colour.
- **Monitor:** Employ a power monitoring system to identify consumption peaks and levels.
- **Procurement:** Purchase energy-efficient and lower power-consumption equipment, and include green purchasing principles in specifications for new equipment. Consider the use of laptops instead of desktops, as laptops are more energy efficient. Encourage the use of equipment with energy-efficient ratings, such as ENERGY STAR®-certified devices (www.energystar.gov). Also use rechargeable batteries.
- **Dispose:** Make sure that your cartridges and old IT equipment are disposed of safely, as these items are considered electronic waste (or e-waste) (www.ewasa.org).
- **Screen savers:** Remove computer screen savers so that monitors can go into standby mode earlier and use less power.
- **Power off at night:** Turn off all unnecessary computers, printers, power supplies and other equipment overnight.
- **Inform:** Provide staff training on energy efficiency, so that it is standard practice to switch off equipment when not in use.
- **Electronic:** Use the internet to disseminate information, rather than printing and distributing paper.
- **Travel:** Consider the use of video conferencing or Skype to reduce the need for travel.
- **Innovation:** Consider the use of Blackle (www.blackle.com) – an energy-saving Google search engine with a black background and greyish-white font colour – for search results that require less energy than the regular white Google screen. Alternatively, try Ecocho (www.ecocho.eu), which is a Yahoo-based search engine that offsets its emissions by planting trees.

Décor

Special events usually require special décor to create a relaxed or themed atmosphere. There are many ways in which this can be done, and some can have a negative impact on the environment. Consider the following aspects when planning and implementing the décor for your special events:



People's waste is turned into beautiful lamp shades and chandeliers



The décor for the Green Building Council of South Africa (GBCSA) conference comprised indigenous, sustainably harvested flowers (proteas) as well as apples. After the event, the apples were donated to Dassenberg Horse Rescue Centre, which provides aid to horses that suffer from maltreatment and cruelty.

- **Inform:** Ensure that décor sub-contractors apply sound environmental principles when creating and installing décor for your event.
- **Innovative:** Use innovative materials for furniture or partitioning. Examples include Xanita board (www.xanita.com), which is locally manufactured from recycled paper, or Primwood (www.primwood.co.za), which is made from recycled plastic. Also consider the use of soya candles instead of normal wax candles.
- **Energy efficient:** Ensure that energy-efficient lights are used for décor, where possible. LED lights can be used very effectively for different colour displays.
- **Floristry:** If possible, use potted plants instead of cut flowers, as they can be reused if well maintained. Where flowers are used, they should preferably be locally grown and sustainably harvested. For more information on suitable species in your area, access the website www.plantZAfrica.com.
- **Reuse:** Choose decorations, carpets and signage that could be reused at future meetings.
- **Gifts:** When giving gifts, ensure that these have a purpose and message – once again, it is best if they are locally manufactured from natural material, and are durable. Skip gift-wrapping altogether, or be innovative and create your own gift wrapping by using other paper materials, like old newspapers or old maps.
- **Environmental impact:** Check if an Environmental Impact Assessment (EIA) is required if marquees or tents are erected, to ensure that the natural environment is not damaged.
- **Animal cruelty:** Avoid the use of products that could involve animal cruelty, such as animal skins.

Entertainment

- **Local is 'lekker':** Choose local entertainers so as to cut down on air travel, and support the local industry.
- **Involve entertainers:** Ensure that entertainers are aware of the greening strategy, and negotiate for them to participate in the greening programme by educating visitors from the stage.
- **Biodiesel:** Large events will require a lot of AV equipment, and generators will most likely have to be provided to ensure uninterrupted power supply throughout the event. Consider using generators that run on biodiesel, because it is biodegradable and non-toxic, and reduces CO and CO₂ emissions by approximately 50% and 78% respectively.
- **Noise pollution:** Consider how to reduce noise pollution when hosting an event with loud, continuous entertainment.



Handbags from a local skills development and job creation organisation



Use local entertainers

Office

- **Procurement:** Consider the following when procuring goods and services:
 - Purchase products that are environmentally friendly, with a high recycled content.
 - Request suppliers to eliminate packaging, and use the minimum necessary for product protection.
 - Look for ISO14000-compliant products and services.
- **Printing:** Consider the following when producing print materials:
 - Ensure that every committee member prints out his own documents if necessary for meetings. Rather use a data projector and laptop to project the same information to all members at the same time, instead of printing out a document for each person.
 - Minimise paper use – keep electronic copies of all correspondence. If you have a proper e-mail, folder and file management system on your laptop, it should be fairly easy to find and process documents.
 - Choose paper with a certified recycled content if printing is needed; print on both sides of paper, and format documents for efficient paper use, i.e. smaller font, margin, etc.
 - Ensure that printer settings are in accordance with your needs; set up the black-and-white printing option as a default setting, and print on both sides of paper.
 - Ensure that staff members know how equipment such as photocopiers work, so that paper is not wasted.
 - Use refillable ink cartridges for printing.
 - Try and phase out photocopying. If necessary, photocopy on demand only.
- **Meetings:** Laptops make it easy to take your preparation work to a meeting, instead of printing it.
- **Natural light:** If possible, choose an office space with natural light and ventilation.
- **Reduce, reuse and recycle:**
 - Ensure that there is a proper multi-bin system in the office, with clearly marked bins for paper, plastic, glass, tin and non-recyclables, and make sure that staff members understand the recycling system. Waste bins for paper (either to be reused or recycled) should be clearly marked, and close to printers, photocopiers, etc.
 - Use porcelain, glass and stainless-steel cutlery and crockery – avoid plastic and polystyrene.
 - Arrange for water coolers or fresh water in your offices – avoid the use of bottled water or paper cups for water coolers.
 - Train the staff to get into the habit of switching off lights in the rooms/venues when they exit, and switching off equipment that is not in use.
- **Staff:** Consider the following with regard to human resources:
 - Ensure that staff members are aware of the environmental policy, and that the necessary training is provided for them to understand the process and applications.
 - Use local staff, and where necessary, provide training to empower them to do the necessary work.
 - Ensure that staff shifts are planned according to available bus and train schedules.



Recycling bins at the Green Building Council of South Africa offices

Registration

- **Electronic:** Preregistration, confirmations and delegate/guest correspondence should be done online and electronically.
- **Inform:** Provide advice to participants on 'green behaviour' by e-mailing them tips on what to do before and during the event:
 - Only print what you need.
 - Bring your own pen and paper to the event.
 - Reconsider your travel mode to the event – consider car sharing, public transport, etc.
 - Stay in one of the recommended hotels that operate in an environmentally responsible manner.
 - Turn off lights and all electrical appliances when leaving your hotel room for the day.
 - If the hotel offers an eco-option of not having sheets and towels changed every day, choose it.
 - Recycle your waste, where possible.
- **Reuse:** Conference participants should be provided the opportunity to return their name badges and bags once the event finishes. Badge holders can be reused for community training programmes, and bags could be given to community schools.

WHEN SHOULD AN EVENT-GREENING EXPERT BE HIRED?

Consider hiring a consultant specialising in event greening if you are faced with the following:

- **Lack of expertise:** A consultant can carry out the first emissions inventory, simply check results, and/or train the employees of the organisation to do the inventory in the future. Consultants can also perform specialised activities, like carrying out an energy audit, suggesting reduction initiatives, and providing information about payback, financing, and government and utility incentive programmes.
- **Lack of time:** If staff members are too busy, a consultant could help fill the gaps, or perform most tasks associated with the programme.
- **The need for verification:** If independently verified results are important (e.g. if the event is making a public announcement about its initiative), consultants can be hired to plan and carry out the emissions inventory, or alternatively and more affordably, just to verify the results.
- **Potential cost implications:** The credibility of data becomes important when money is at stake, for example, capital investment might be required to comply with regulations or penalties can be incurred.



A recycling centre at the 2008 Actuarial Society of South Africa Convention encouraged delegates to return their name badges and delegate bags for re-use.



RESOURCES

GLOSSARY

Anthropogenic (global warming) – (global warming) caused by human activities.

Back-of-house sorting – when no recycling bins or multi-bin systems are provided for guests/delegates/visitors, and waste has to be separated behind the scenes into different waste streams, such as glass, paper and plastic. This can be done either on-site, or off-site at a material recovery facility (MRF). Compare to 'separation at source'.

Baseline – a minimum or starting point used for comparisons.

Benchmark – a standard or point of reference against which things may be compared or assessed.

Best practice – the most efficient (least amount of effort) and effective (best result) way of accomplishing a task, based on repeatable procedures that have proven themselves successful over time for large numbers of people.

Biodiesel – a diesel fuel substitute produced from renewable sources, such as vegetable oil, animal fat or recycled cooking oil. It is important that it be produced from non-food sources to ensure food security.

Biodiversity – Biodiversity (biological diversity) encompasses the variety of all living organisms and communities, including terrestrial, marine and other aquatic ecosystems, and the ecological complexes of which they are part. It is the 'natural wealth' of the earth that supplies all our food and other natural resources. This is also called the 'web of life', on which we depend.

Biodegradable – a substance or object that is capable of being decomposed by bacteria or other living organisms.

Carbon contribution – a payment made for the specific purpose of reducing a carbon footprint of a person or event. This could be either voluntary or compulsory (green tax).

Carbon emissions – carbon dioxide (CO₂) is the greenhouse gas most emitted by human activity, and therefore often is the focus of discussions on greenhouse gas emissions. The other greenhouse gases are often referred to in terms of 'CO₂ equivalents' or 'carbon emissions.'

Carbon footprint – the total impact of a person, group or event relating to the amount of carbon dioxide emitted due to the consumption of fossil fuels. Compare with ‘ecological footprint’.

Carbon-neutral event – when net greenhouse gas emissions are zero; thus, all the activities related to an event are measured, so that carbon emissions can be reduced where possible, and all unavoidable emissions that cannot be reduced through behavioural changes can be offset through a reputable carbon offsetting programme.

Carbon offsetting – the process of calculating the greenhouse gas emissions generated by activities such as travelling and use of electricity, and then paying for those emissions through a donation to a project that reduces carbon in the atmosphere by an equivalent amount.

Certified and credible – officially recognised, convincing, and supported by known facts.

Climate change – the gradual increase in global temperature (warming) due to change in the composition of the earth’s atmosphere. Humans have contributed to climate change, largely by burning fossil fuels, clearing land, and increased farming, which has exacerbated the greenhouse effect.

Composting – the processing of organic waste in the presence of oxygen, resulting in a soil conditioner that can be used as a valuable source of nutrients for plants.

Dual or multi-flush toilets – toilets that have the option of releasing half a flush or a full flush of water to encourage water conservation.

Ecological footprint – a measure of human demand on the earth’s ecosystems, so that it is possible to estimate how much of the earth (or how many Planet Earths) it would take to support humanity, if everybody lived a given lifestyle. Compare with ‘carbon footprint’.

Eco-procurement – giving preference to the procurement of products and services that do not have a negative impact on the environment.

Ecosystem – a system where organisms live, and in which they interact with each other and their environment.

Event greening – the process of incorporating socially and environmentally responsible decision-making into the organising, implementation and participation of an event.

Event-greening practices – the actual application of sustainable living principles relating to event management, such as energy efficiency and waste reduction.

Fair-trade – an internationally recognised approach to trading that aims to ensure that producers in poor countries get a fair deal, including a fair price for goods and services, decent working conditions, and a commitment from buyers to provide reasonable security for the producers.

Food miles – the distance food is transported from its production source until it reaches the consumer.

Forest Stewardship Council (FSC) – a non-profit organisation devoted to encouraging the responsible management of the world’s forests. Consumers wishing to support healthy forests and communities should look and ask for the FSC label when purchasing wood or paper products.

Fossil fuels – a natural fuel, such as coal or gas, formed in the geological past from the remains of living organisms.

Global warming – the effect of climate change that is currently experienced, mainly due to excess greenhouse gases from burning fossil fuels.

Green electricity – also called “green power” is electricity which is derived from renewable energy sources and which is generated in a sustainable manner.

Green rating system – a system to standardise environmental best practice in the industry.

Greenhouse effect – as greenhouse gases accumulate in the atmosphere it acts like a blanket, so that less heat escapes creating a greenhouse effect for the earth.

Greenhouse gas (GHG) – a gas that contributes to the greenhouse effect (global warming) by absorbing infrared radiation. The main greenhouse gases are carbon dioxide, methane, nitrous oxide, ozone, water vapour and chlorofluorocarbons.

Greening practices – see ‘event-greening practices’.

Greywater – wastewater generated from non-industrial activities relating to laundry, dishwashing and bathing, and that can be recycled on-site for uses such as landscape irrigation and constructed wetlands.

Landfill site – a scientifically chosen, designed, engineered and managed location for the disposal of waste by burying it (generally called a rubbish dump).

Legacy project – a project initiated or supported through funding and actions relating to a specific event, with the aim to reduce the negative impact of the event.

Multi-bin system – waste bins providing more than one option for responsible waste disposal, e.g. separation of glass, paper, plastic or tin; dry waste and wet waste, or recyclables and non-recyclables.

Non-renewable resource – a natural resource that cannot be produced, regrown, regenerated or reused on a scale that can sustain its consumption rate indefinitely, such as fossil fuels. These resources often exist in a fixed amount, or are consumed much faster than nature can recreate them, such as coal, petroleum and natural gas.

Organic food – food that is grown or raised without synthetic fertilisers, pesticides or hormones.

Organic or biodegradable waste – waste that typically originates from plant or animal sources, and can be broken down by other living organisms. When organic waste is processed in anaerobic digestion (without oxygen), it produces methane gas, which is valuable if harnessed, but a dangerous greenhouse gas if not used effectively. See ‘composting’ for ‘aerobic digestion’ (with oxygen).

Pedicab – a small, pedal-powered vehicle serving as a taxi in some countries.

Recycled content – when a product is partially made out of recycled material, i.e. a portion of the content of the material has been recycled.

Renewable energy – energy that is generated from renewable resources, such as wind, solar, geothermal, biofuels, etc.

Renewable energy certificates (RECs) – a mechanism for purchasing green or renewable electricity in units of megawatt hours, in a manner that stimulates investment in renewable energy projects.

Renewable resources – resources that are naturally replenished when harvested sustainably, such as fish or timber. (Also see ‘Forest Stewardship Council (FSC)’, which is similar to the Marine Stewardship Council.)

Resource efficiency – the management of raw materials, energy and water in order to minimise waste, and thereby reduce cost. It is not just an environmental initiative; it is also an important business process that could save your organisation a lot of money.

Separation at source – when waste is separated at the same place where delegates/public throw it away, by providing a multi-bin system, such as for recyclables (glass, plastic, tin), paper and non-recyclables.

Single-occupancy vehicle – when only one person drives in a car, instead of car sharing.

Southern African Sustainable Seafood Initiative (SASSI) – an initiative that aims to improve the conservation status of overexploited seafood species, by educating and raising awareness among all participants in the seafood trade – from wholesalers and restaurateurs through to seafood lovers.

Supply chain – the sequence of processes involved in the production and distribution of a commodity.

Sustainable development – development that meets the needs of the present, without compromising the ability of future generations to meet their own needs.

Sustainably harvested – the process of growing and collecting crops without depleting future resources, also not catching fish during their breeding season.

Tap aerator – a small device on a tap to restrict water flow without reducing water pressure, thereby helping to conserve water.

Threatened or endangered – living organisms at serious risk of extinction (plants, animals, birds, etc.).

Triple bottom-line – a balance between environmental protection, social development and economic benefit; also referred to as ‘planet, people and prosperity’.

Twin-bin system – the concept of having two bins next to each other for separate waste types, such as recyclable (dry) and non-recyclable (wet) items.

Voluntary carbon emission contributions – when delegates/visitors/guests pay a voluntary monetary contribution towards a legacy project, to offset their carbon emissions.

Wastewater – water that has been affected in quality, and cannot be used for human consumption.

Water-wise plants – plants that are indigenous to the region that do not require additional watering during the regular rainfall patterns.

WEBSITES

Atmosfair carbon calculator	www.atmosfair.de/en/home/
Blackle – Google-based search engine	www.blackle.com
Cape Town Green Map	www.capetowngreenmap.co.za
Carbon calculator for the South African market	www.90x2030.org.za
Certified Meeting Professional (CMP) Network SA	www.cmpnetworksa.co.za
Collect-a-Can	www.collectacan.co.za
Convention Industry Council (CIC) Green Meeting Report	www.conventionindustry.org/projects/green_mtgs.htm
Ecocho – Yahoo-based search engine	www.ecocho.eu
Energy Star	www.energystar.gov
Event Greening Forum for South Africa	www.eventgreening.co.za
E-waste Association of South Africa	www.ewasa.org
Exhibition and Event Association of South Africa (EXSA)	www.exsa.co.za
Fair-trade	www.fairtrade.org.za
Fair Trade in Tourism South Africa (FTTSA)	www.fairtourismsa.org.za
Federated Hospitality Association of South Africa (FEDHASA)	www.fedhasacape.co.za
FEDHASA Imvelo Awards	www.imveloawards.co.za
Food and Trees for Africa	www.trees.co.za
Forest Stewardship Council (FSC)	www.fsc.org
Green Building Council of South Africa (GBCSA)	www.gbcsa.org.za
Green Business Directory for South Africa	www.goinggreen.co.za
Green Meeting Industry Council (GMIC)	www.greenmeetings.info
GreenStaySA	www.greenstaysa.org.za
Heritage SA	www.heritageza.co.za
International Festivals & Events Association (IFEA)	www.ifea.com
Marine Stewardship Council (MSC)	www.msc.org
Paper Recycling Association of South Africa	www.prasa.co.za
PET-plastics recycling in South Africa	www.petco.co.za
Renewable energy certificates (RECs)	www.greenxenergy.com
Services SETA	www.serviceseta.org.za
South African Bureau of Standards	www.sabs.co.za
Southern African Association for the Conference Industry (SAACI)	www.saaci.co.za
Southern African Sustainable Seafood Initiative (SASSI)	www.wwfsassi.co.za
Technical Production Services Association (TPSA)	www.tpsa.co.za
The Glass Recycling Company	www.glassrecyclingcompany.co.za
The Next Industrial Revolution	www.thenextindustrialrevolution.org
The Story of Stuff	www.storyofstuff.com
Urban Sprout	www.urbansprout.co.za
Smart Living Handbook	www.capetown.gov.za/smartlivinghandbook

The City of Cape Town and key industry role players have recognised the role of event greening and encourage the proactive implementation at small and large scale events.

The Smart Events Handbook can help you to host your events in an environmentally and socially responsible way.

Learn about the different practices and processes, with practical tips which focus on high-impact areas of events.



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