



GREEN EVENT GUIDELINE

HOSTING GREEN EVENTS IN DURBAN

2011/2012



 **DURBAN GREEN EVENT**

An eThekweni Municipality Initiative

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The Green Event Guideline – Hosting Green Events in Durban has been prepared through the Greening COP 17/CMP 7 programme, which is aimed at hosting the COP 17 / CMP7 event in an environmentally sustainable way and to ensure that a positive legacy is achieved. eThekweni Municipality's Environmental Planning and Climate Protection Department is responsible for implementing certain components of this greening programme, including this publication.

The Green Event Guideline- Hosting Green Events in Durban provides event organisers and planners with practical advice and suggestions to consider for greening events. This guideline provides an in-depth look into green event case studies, the history of greening, greening principles and much more. This guideline as well as a summary document can also be downloaded at:

<http://www.durban.gov.za/durban/services/development-planning-and-management/epcpd>

The Green Event Guideline has been produced to encourage the incorporation of greening practices and principles into events taking place in Durban. The guideline focuses on a range of events from meetings to exhibitions, conferences and mega events. This guideline is aimed at event organisers (including city officials), venues, suppliers and sub-contractors and anybody hosting or organizing an event.

The content of this guideline is intended for information purposes only and does not constitute legal advice and product endorsement. While every effort has been made to ensure the comprehensive nature of the information, suggestions contained herein should not be considered exhaustive. Any liability that arises or could arise from this guideline is excluded.

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PART 1: Introduction to Green Events

Events bring people together and can contribute positively to the local economy. However events can also impact negatively on the environment. People attending an event require various resources (e.g. energy, water) at the venue and in their accommodation, they produce waste that needs to be disposed of and they produce greenhouse gas emissions as a result of travelling to the venue. The concept of event greening is centred on hosting the event in such a manner that it has the maximum positive impacts, while minimising the negative impacts.

1.1 What is a Green Event?

A green event refers to an event that is hosted in an environmentally and socially responsible manner. The goal of event greening is “to reduce the consumption of natural resources, reduce waste to a minimum, limit impacts on global climate and protect biodiversity and human health”¹. It requires responsible, sustainable decision making and implementation, taking note of environmental, social and economic factors. In this way, a green event can leave a positive legacy for the natural environment and local community.

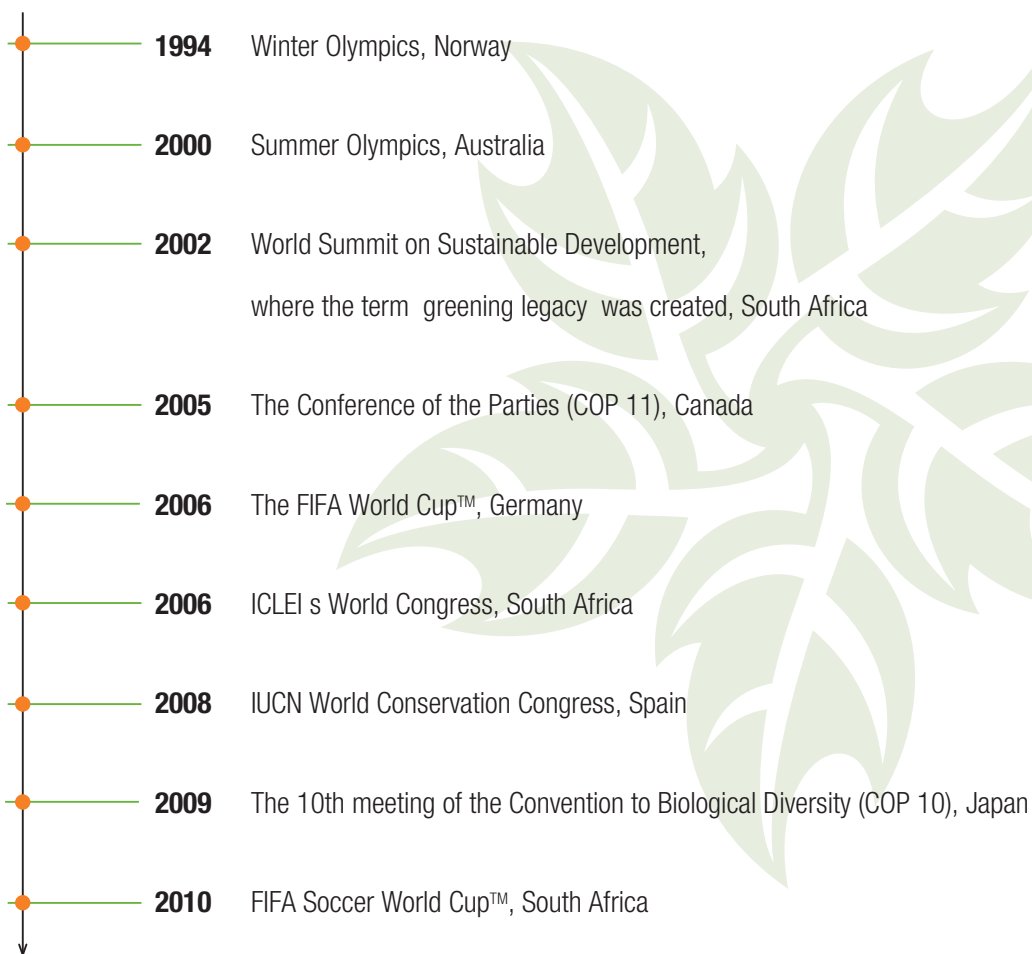
DID YOU KNOW?

Every year 80 million people around the world attend a meeting, conference and even more attend trade shows and exhibitions¹

¹ Green Guideline, Manchester

1.2 The History of Event Greening

The Winter Olympics in Norway in 1994 was the first time that the environmental agenda was part of on a sporting event. Since then major sporting events such as the Olympics and FIFA Soccer World Cup™ have been prominent areas where environmental concerns were taken into consideration when hosting these events. The focus of green events is not limited to sporting events; major international conferences such as the World Summit on Sustainable Development (WSSD) and the annual COP Climate Change conference have implemented event greening as a key component. Regardless of size, it should be standard practice for every event to be a green event. Below is a timeline of major events that have incorporated greening principles into their planning and implementation.



1.3 Principles and Practices of Event Greening

The table on Page 04 provides an overview of the main elements and principles of event greening, as well as some of the practices. All actions should be measurable against the core principle, while the practices are activities or practical things that can be done to work towards the overall goal of hosting a sustainable event.

ELEMENT	PRINCIPLE ²	PRACTICE / ACTIVITY
Environmental Best Practice	To reduce the negative impact on the environment	Applying efficient technologies and behavioural practices to minimise waste, energy usage and air and water pollution by using resources in a sustainable manner and conserving biodiversity
Social and Economic Development	To promote local social and economic development	Involving communities, creating local employment and promoting the purchasing and use of local products to stimulate the local economy
Education, Awareness and Communication	To communicate the greening efforts planned for the event	Providing communication prior, during and after the event with a focus on the delegates, suppliers and local community
Monitoring, Evaluation and Reporting	To monitor and assess the effectiveness of greening activities	Ongoing monitoring and reporting, with a focus on identifying new benchmarks and lessons learnt
Leaving a Positive Legacy	To leave a positive legacy	Ensuring that the impact of the event benefits the community and environment in a positive manner, and that these benefits extend beyond the time period of the event

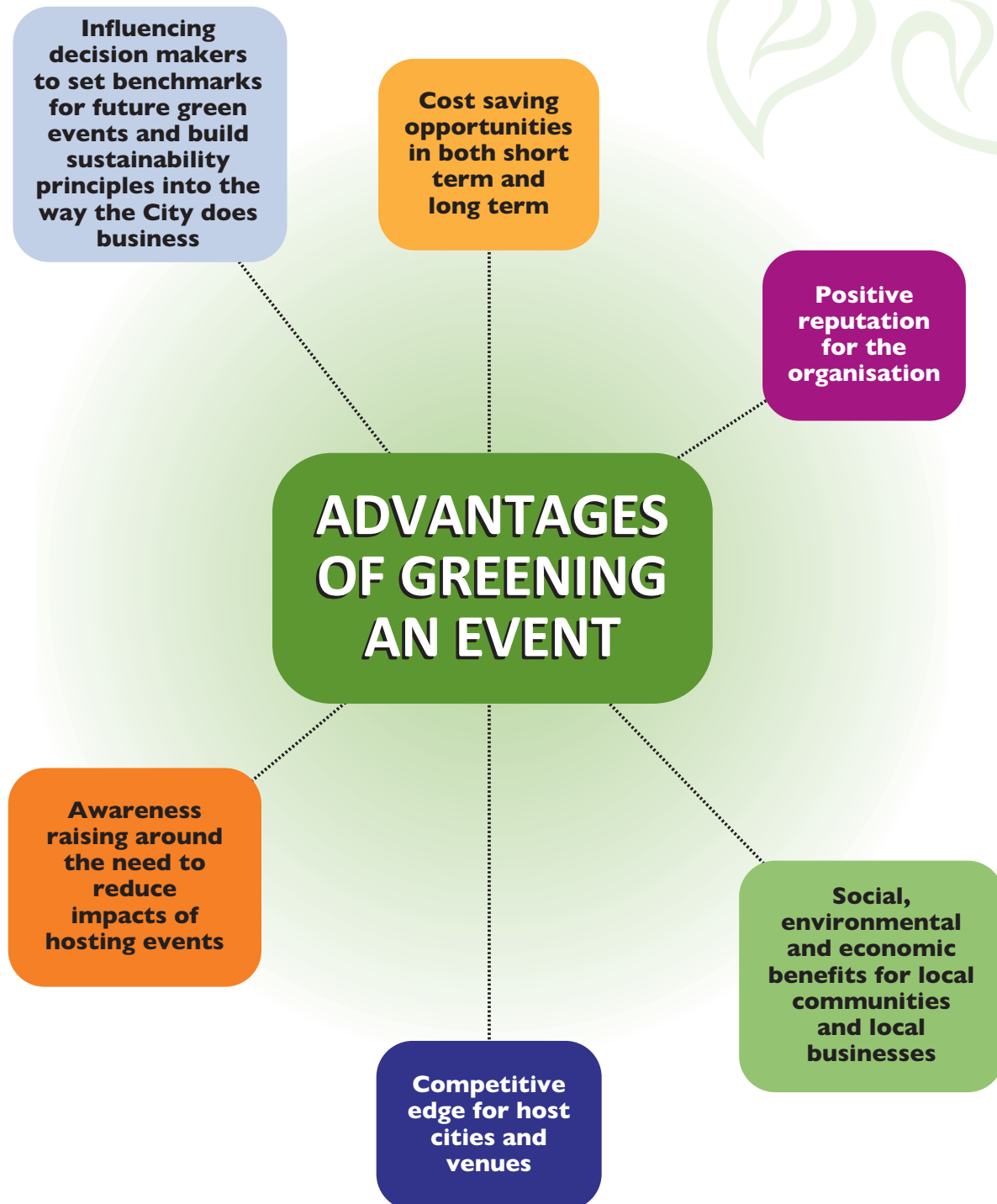
The following greening practices (practical things that you can do to make a difference) should particularly be considered:

- Eco-procurement
- Waste minimisation, recycling and re-use
- Water conservation
- Energy efficiency and renewable energy
- Transportation systems that favour walking, cycling and public transport
- Greenhouse Gas Emissions measurement, reduction and mitigation / offsetting
- Biodiversity conservation
- Social and economic development

² Global Urban Development, Volume 2, March 2006

1.4 What are the advantages of Greening your Event?

There are a number of advantages to greening your event. These include³:



³ http://www.conference-worcestershire.org/cms/resource_centre/sustainability/benefits.aspx

1.5 What are the outcomes of Greening your Event?

When an event is hosted in a green manner, the following outcomes are anticipated:

- Increased economic, social and environmental benefits (i.e. a better event triple bottom-line)
- Reduced negative environmental and climate impacts, such as greenhouse gas emissions, waste to landfill, and the reduction or degradation of biodiversity
- Enhanced economic impact, such as local job creation, investment and long-term viability, including supporting local businesses and production
- Improved efficiency of resource use and less wastage
- Increased demand for infrastructure that supports green eventing, e.g. pedestrian and cycle routes



DID YOU KNOW?

The media coverage of the “Greening the WSSD” initiative reached approx. 5 million people, worth an estimated US\$ 600,000 in advertising⁴

⁴ Leaving a greening legacy, Greening the WSSD, produced by DACEL, GEF, UNDP and IUCN

PART 2: Basics to Greening Your Event

2.1 Plan your Green Event in Seven Easy Steps

Planning a green event may seem like a daunting task. However, you can do this by following these easy steps outlined below:

STEP 1: Decide how green you want to go

Incorporating greening principles into an event begins in the early planning phase. You need to allow enough time to implement your greening principles and practices. It is important to determine the scope of greening prior to the event and set goals for what you aim to achieve. Even if you can't implement everything, it is good to consider where you can make a difference.

There are many toolkits and checklists available on the internet for event organisers and planners. A simple checklist is included later in this section, with some additional web links at the end of the document.

In order to ensure that some level of greening takes place for your event, consider developing a greening plan. This plan can be used as a master plan for the event as it will incorporate both the logistics and greening activities that are planned for the event. The plan can be used as a communication tool throughout the process of planning and implementing green activities at the event. It is however important that this plan is integrated into the overall planning of the event and not just an "add on".

One of the best ways to determine the scope is to look at your budget and focus on the items that are within your decision making powers. Ecoprocurement is one of the first steps to success.

STEP 2: Get support for your greening plans

Once you have decided on how to green your event, it's important that you get high level support and meet with your event planning team. Use this meeting to share your greening plan and relevant information around event greening. The success of your greening interventions will rely on the team's understanding of green events and their willingness to support you.

They will be able to assist with implementation and monitoring of the event. The best is to ensure that the greening is integrated into the overall event planning and that your team understands what is expected of them.

STEP 3: Identify key role players in the greening of your event

Your suppliers, sub-contractors, venue managers, caterers, transportation service providers and other people involved in various aspects of the event play a significant role in making your greening plans a reality. It's imperative that you share the greening plan with service providers, as this will enable them to understand your requirements for greening the event. In most instances, these service providers will be able to provide good advice and source the most appropriate goods and services to ensure that your event is as green as possible. Include basic requirements into your request for quotes or terms of reference when possible.

STEP 4: Develop a communication plan for greening interventions

In order to create awareness around the greening interventions for the event, it's important that a communication plan is developed. Firstly you need to provide guidance and information to the service providers and exhibitors around what you expect them to do, such as use energy efficient lights on their exhibition stand or jugs of water instead of bottled water. You should however also provide information to guests / delegates so that they know how they can contribute to event greening through their actions, such as use of public transport. It is also good to communicate your greening initiatives to the media or your clients so that people know what has been done.

STEP 5: Promote greening activities at the event

As part of the communication plan, consider how to profile the greening interventions at the event. Consider setting up a particular area within the venue, for example a "green corner" which can be used to showcase the greening interventions and elements. As part of the agenda or programme, prepare a five minute presentation for delegates to show how the event was greened. This will make delegates feel part of the process to encourage their participation and it will raise the level of awareness of the environmental impact of events.

STEP 6:

Measure your success

As part of planning, compile a report on green activities undertaken by using the greening plan and communication plan as references. You may want to put in place simple data collection points which can be monitored by the event planning team. Consider from the outset which greening interventions you want to monitor and evaluate, as well as tangible ways to measure this. This report will enable you to provide feedback and share lessons learnt, which can be used to establish benchmarks for future events.

STEP 7:

Ensure that your green event leaves a positive legacy

One of the principles of event greening is leaving a positive legacy. Consider how the decisions that are made can benefit the environment or a local community through project development or poverty alleviation projects. Consider how your event can make an investment into these areas in a practical way. Create awareness of the legacy value of hosting your event and the long-term benefits that live on long after the event has been hosted.



The Buffelsdraai Landfill site Reforestation project, Green Guideline series and the Green Hub, are examples of the legacy projects through the Greening Durban 2010 programme for the 2010 FIFA Soccer World Cup™

2.2 Basic Event Greening Checklist

There are many ways in which an event can be greened, from basic activities such as banning bottled water to offsetting carbon emissions associated with delegates' travel. The possibilities for greening an event are endless. This Basic Event Greening Checklist has been developed to provide a few simple and easy ways to implement greening practices.

PRACTICE	MINIMUM GREENING INTERVENTIONS					
	Greening Example 1	✓	Greening Example 2	✓	Greening Example 3	✓
Energy efficiency	Utilise natural light and ventilation to reduce energy consumption When lights need to be used ensure that they are energy efficient		Ensure that you request energy efficient or energy star rated products such as computers or printers for your event Request for the electricity meter readings before, during and after the event for monitoring electricity usage to reduce consumption for future events		Switch off all lights and air-conditioners when leaving the room/venue	
Waste minimisation	REDUCE Try to avoid printed handouts and if it is essential, then use recycled or eco friendly paper		REUSE Save important delegate documents to a USB flash drive to reduce paper use and encourage reuse instead of disposal		RECYCLE Request recycle bins from the venue to encourage waste separation at source and reduce waste to landfill	
Water conservation	Select venues that implement water conservation practices through policies and actions as well as making delegates aware of these		Select accommodation establishments that promote water conservation policies such as towel/linen laundry policies where delegates can choose to replace or reuse the towels or linen in their rooms		Encourage delegates to save water by providing notices in bathrooms at the event venue	
Eco procurement	Choose venues that implement environmental practices such as energy efficiency and waste reduction		Request products that are eco friendly and locally manufactured. Request food that is local, seasonal and organic whenever possible. Ensure that products are sustainably sourced		Give preference to suppliers and sub-contractors that implement eco friendly practices	

PRACTICE	MINIMUM GREENING INTERVENTIONS					
	Greening Example 1	✓	Greening Example 2	✓	Greening Example 3	✓
Biodiversity conservation	Request the use of indigenous potted plants in the venue and donate them to a local community afterwards		Suggest that delegates make a donation to offset their environmental footprint by donating money to environmental NGOs that work to protect biodiversity		Give preference to a venue that encourages water wise gardening and that uses indigenous plants	
Social development and Community Upliftment	Request the use of local community based organisations for conference gifts and bags		Ensure that you request products that are locally manufactured		Suggest that any unused food and unusable items are donated to a local charity or community organisations	
Communication and Awareness	Develop a greening plan which can be used to communicate to the greening team and service providers		Communicate the greening interventions implemented e.g. through materials at the event or through a 5min presentation at the beginning of the conference		Compile a report of how the event was greened and lessons learnt	

2.3 Communication and Awareness Raising

As part of the event, developing a communication plan is essential. The communication plan will allow you to organise the communication activities for the event in terms of communicating the logistics of the event and profiling the greening activities of the event. There are 3 stages of communication that will be required for your event. These include: ⁵

STAGE 1: Before the Event: Ensure that delegates, service providers and people involved in other aspects of planning the event are aware of the greening interventions and greening goals for the event. Communicate this information to those who will be attending the event on the event website and/or registration form.

STAGE 2: During the Event: Ensure that delegates are aware of why you are greening the event, what has been done to green the event and how they can participate (e.g. drinking tap water rather than bottled water; using public transport; making a financial contribution towards offsetting their own carbon footprint etc)

STAGE 3: After the Event: Ensure that you communicate the event greening achievements to service providers and those involved with the event. Communicate and profile the legacy projects that have been undertaken as part of greening the event, as well as the lessons learnt.

⁵ Event Greening: Managing Waste, Recyclables and Organics at Events and Festivals produced by RRFB Nova Scotia and the Bluenose Atlantic Coastal Action Program (Bluenose ACAP)

Tips to Promote the Greening Interventions at Your Event

Promote the greening interventions within event promotional material i.e. delegate registration forms, delegate handbooks and invitations

Promote the greening interventions through the event agenda or programme i.e. preparation of a presentation for delegates to show how the event was greened

Promote the greening interventions through social networks i.e. through the event website, Facebook page, Twitter and company websites

Promote the green event interventions at the event via a “green corner” and through posters within the venue

Promote the green event interventions via the media through press releases to the local newspaper and radio stations (if applicable)

DID YOU KNOW?

During a typical five-day conference, 2 500 attendees will use 62 500 plates, 87 500 napkins, 75 000 cups or glasses and 90 000 cans or bottles

2.4 Event Venues

One of the most important decisions for an event organiser or planner is the selection of a venue to host the event. The venue will play a significant role in terms of implementing greening interventions. As an event organiser, it’s important that when selecting a venue you work with the venue and outline the greening requirements for the event. The following points should be considered when selecting a venue, and negotiating a contract:

Core Areas of Event Venue Greening	key Considerations when selecting a venue	Actions that can be incorporated into the event
Environmental Policy	Check whether the venue has an environmental policy	Request a copy. This should be displayed at the venue and available to patrons
Environmental Management Systems (EMS)	Check whether the venue has an Environmental Management System or ISO 14 000 standard or any environmental rating or accreditation in place	If available ask for more information. This can be included as part of the communications plan related to the venue

Core Areas of Event Venue Greening	Key Considerations when selecting a venue	Actions that can be incorporated into the event
Eco Procurement Policy	<p>Check whether the venue has an ecoprocurement policy that gives preference to sourcing and purchasing locally produced and environmentally friendly products and services</p> <p>Check whether the food provided by the venue is locally produced</p>	<p>If available ask for more information. This can be included as part of the communications plan related to the venue</p>
Energy Efficiency	<p>Check whether the venue can provide for the use of natural lighting and ventilation. Check on the building management system for electrical requirements such as control of lights and air conditioning</p> <p>Check whether the venue has energy efficient lighting such as CFL's</p>	<p>If agreed, this can be included as part of the communication plans related to the venue</p> <p>If available, enquire whether the temperature settings for the air conditioning unit can be adjusted according to the daily temperatures</p> <p>If available enquire about dimming the lights 50% on set up and break down days that will still comply with safety regulations</p>
Carbon Offsetting / Emissions Reduction	<p>Check whether the venue can provide an option to offset the carbon emissions of the event by purchasing renewable energy certificates (RECs)</p>	<p>If possible, calculate the carbon emissions footprint of hosting the event and purchase renewable energy credits to offset emissions associated with the event</p> <p>Consider whether it will be feasible to put in place tools that will allow delegates to contribute to offsetting the carbon emissions associated with the event</p>
Waste Minimisation	<p>Check whether the venue runs a recycling programme for waste streams such as glass, paper, plastics and organic waste</p>	<p>If available, enquire about how it works, who is responsible for ensuring who collects and separates the waste. Enquire about receiving statistics on the type, volume of waste and what is sent to the landfill sites. Request for multi-bin systems at the venue, so that the bins are visible and clearly seen by delegates</p>

Core Areas of Event Venue Greening	Key Considerations when selecting a venue	Actions that can be incorporated into the event
Water Conservation	Check whether the venue has water saving initiatives in place e.g. dual flush toilets	Ensure that this is communicated to all delegates
Biodiversity Conservation	Check whether the venue uses indigenous plants or potted plants, as well as water wise gardening	If available, ensure that the event venue displays only potted indigenous plants
Social Development and Community Upliftment	Check whether the venue has a corporate social investment programme in place	If available enquire about how they support local community projects and promote local economic development. Enquire about how the event can be used to contribute to that programme
Communication, Education and Awareness	Check whether staff at the venue receive any environmental training	If available, enquire about the details and determine how the staff can assist with promoting the greening programme of event

2.5 Green Accommodation

The Hospitality sector is an essential component that is associated with eventing and conferencing. Accommodation facilities use large amounts of energy, generate volumes of solid waste and consume vast amounts of water on a daily basis. The outline below is a generic checklist, which can be sent to accommodation facilities (guesthouse, hotel or bed and breakfast). By using this checklist, an event organiser or planner can make an informed decision about recommending or selecting accommodation options:

KEY QUESTIONS FOR ACCOMMODATION FACILITIES ⁶	YES	NO
Does your establishment have an environmental policy?		
Is your establishment a member of a certified “green rating system”?		
Does your establishment have an environmental management system such as ISO 14 000?		
Does your establishment have an Ecoprocurement policy in place?		
Does your establishment use environmentally friendly products?		

KEY QUESTIONS FOR ACCOMMODATION FACILITIES ⁶	YES	NO
Is there a recycling programme at your establishment?		
Do you provide soap and shampoo products in refillable dispensers? If you provide them individually are they replaced once empty or are they refilled?		
Does your establishment implement a towel and sheet reuse policy for guests?		
Do the bathrooms have low flow showerheads and water efficient toilets?		
Does your establishment have energy efficient lighting (CFL's or LEDs) and energy efficient products (LED TVs) in rooms?		
Does your establishment have key cards linked to the lights and air conditioning units in rooms, or something similar?		
Does your establishment provide paperless check in and check out and billing processes?		
Does your establishment use indigenous plants?		

2.6 Event Hosting Legalities: The Legal Requirements, City Permits and City Approvals

When planning an event it is imperative the following is considered in terms of legislative and City approval processes specifically for outdoor events;

- Enquire whether your event requires special permissions and permits that are regulated by the local authority
- Enquire whether your event requires Environmental Impact Assessment (EIA) or approval based on the National Environmental Management Act (NEMA, Act 106 of 1998)
- Enquire whether your event requires support services such as security control and accreditation, medical, cleaning, waste management and telecommunications
- Enquire whether your event requires local government services /city services such as traffic management, health and safety requirements, licensing (catering, liquor, entertainment, safety and security requirements (SAPS), signage requirement and approvals, etc).

For more information about the City Approval process for eventing in Durban, contact the Strategic Projects Unit, on telephone 031 311 4720 or email holdenv@durban.gov.za

⁶ Adapted from Event Greening Forum, Accommodation Questionnaire

2.7 A Code of Conduct for Green Events

In order to ensure that events are green, it is important that event organisers, suppliers and sub-contractors demonstrate a commitment to greening. This can be achieved by subscribing to a “Code of Conduct for Greening Events”. Below is an example of a Code of Conduct that can be adapted according to your specific requirements or event and used as and when necessary:

CODE OF CONDUCT FOR GREENING EVENTS

Every effort should be made by both parties to host events in an environmentally and socially responsible manner. As an event organiser, we expect a strong commitment from our service providers to ensure that the natural environment is considered throughout the entire event planning process. In doing so, we favour service providers who;

- Adhere/Comply to a management system or environmental policy that demonstrates environmental commitment;
- Eliminate toxic and hazardous substances, products and operations;
- Increase the use of energy efficient technology for operations;
- Reduce the use of natural resources including raw materials, energy and water;
- Take responsibility for the management and disposal of waste; and
- Promote the use of renewable energy through the support of innovative technologies.

..... (Company Name)
understands that sustainability requires collaboration and engagement with all its suppliers. In committing to host a green event, we would like

..... (Supplier Name) to join
in the effort to promote more responsible business practices and to actively do the utmost to abide by the environmental commitment listed above.

I assert that (Supplier Name)
support this initiative and will act in support.

Name:

Position:

2.8 Durban's Responsible Visitors Charter

Durban is working towards becoming a green event hosting destination, committed to continual improvement in hosting major events in a sustainable manner that protects and enhances the natural, social, and economic environment. As an event organiser it is important that delegates and visitors are made aware of what they can do help to reduce the impact of tourism on our local environment by making responsible choices. Here are some ideas that you can use to help Durban become a more environmentally responsible destination, which conserves and protects its natural assets, and minimises its contribution to global climate change:

- 1.** The majority of South Africa's energy is generated from coal, a non-renewable resource, and so visitors must conserve energy where possible by committing to switching off all lights when they are not in the room, minimising the use of air conditioning, and turning off / unplugging appliances instead of putting them on standby.
- 2.** Durban is situated in a water scarce region, and therefore visitors must use water wisely. Visitors can commit to not leaving the tap running while brushing their teeth, taking shorter showers, adhering to the towel reuse policies in accommodation establishments, and supporting any other water saving initiatives.
- 3.** The majority of Durban's solid waste goes to landfill sites, so Visitors can play their part when they choose to reduce, reuse, and recycle. Visitors can commit to avoiding overly packaged goods, drinking Durban's tap water (which is safe to drink), instead of bottled water, reusing shopping bags, and separating waste into the appropriate recycling bins where provided.
- 4.** Vehicles emit carbon dioxide (CO₂) which contributes to global climate change, so visitors can give the car a rest, and can commit to walking, riding a bike, or using public transport whenever possible.
- 5.** Organic and locally produced food, drink, arts and crafts, generally have a smaller carbon and ecological footprint than imported products. Visitors can therefore commit to making responsible choices about the products they purchase and use, and in doing so, are also supporting local businesses and community development projects.
- 6.** Durban is situated in an area rich in biodiversity, and offers tourists a wide range of outdoor attractions and experiences. Visitors can therefore commit to supporting the conservation of these natural areas by participating in outdoor experiences such as visiting a local nature reserve or donating to reforestation projects.

PART 3: Greening Best Practice for Meetings, Launches and Exhibitions, Conferences and Mega Events

The Greening Best Practice section has been developed to provide a comprehensive list of greening areas and interventions that can be applied by event organisers according to the scale of their event (Meetings, Launches and Exhibitions, Conferences and Mega events). This information is presented in an easy to use table which covers elements that you need to consider when planning the event.

Consider the scale of your event and select the appropriate scale or type of event:

- Meeting
- Launch and Exhibition
- Conference
- Mega Event

Each table outlines an event activity, greening intervention and action that can be applied. The associated greening principle for that action is also included for your information.



3.1 Green Meetings

The scale of a meeting ranges from approximately 5 - 20 people.

EVENT ACTIVITY	GREENING INTERVENTIONS	GREENING PRACTICE
Invitations	<ul style="list-style-type: none"> Email invitations rather than printing out hard copies OR use recycled paper when printing 	<ul style="list-style-type: none"> Waste minimisation
Catering	<ul style="list-style-type: none"> Use caterers that are in close proximity to the meeting venue to reduce the carbon footprint of transporting the food to the venue Request that caterers use minimal packaging Request that water jugs and glass are provided rather than bottled water 	<ul style="list-style-type: none"> Environmentally Efficient Transportation Waste minimisation
Transportation	<ul style="list-style-type: none"> Consider hosting a meeting at a venue that is on a public transport route Consider carpooling to meeting venue if is not in walking distance 	<ul style="list-style-type: none"> Environmentally Efficient Transportation
Venue	<ul style="list-style-type: none"> Ensure that the venue has sufficient natural ventilation and natural (i.e. windows) so that the use of air-conditioning and lighting can be reduced or dimmed for the duration of the meeting Ensure that recycling stations are available at the venue 	<ul style="list-style-type: none"> Energy Efficiency Waste minimisation
Meeting materials, agenda and presentation	<ul style="list-style-type: none"> Send meeting notices and advance agendas by e-mail Eliminate hard copy presentations and agendas by rather circulating these electronically If printing is required consider using recycled paper 	<ul style="list-style-type: none"> Waste minimisation Ecoprocurement



3.2 Green Launches and Exhibitions

EVENT ACTIVITY	GREENING INTERVENTIONS	GREENING PRACTICE
Registration	<ul style="list-style-type: none"> Email invitations rather than printing out hard copies OR use recycled paper when printing 	<ul style="list-style-type: none"> Waste minimisation
Catering	<ul style="list-style-type: none"> Use caterers that are in close proximity to the meeting venue to reduce the carbon footprint of transporting the food to the venue Request that caterers use minimal packaging Request that water jugs and glasses are provided rather than bottled water Request that leftover food is disposed of correctly i.e. distributed amongst catering staff, under privileged communities or, composted Request seasonal produce that is locally sourced for meals. Give preference to environmentally friendly products or services 	<ul style="list-style-type: none"> Environmentally Efficient Transportation Waste minimisation Ecoprocurement
Transportation	<ul style="list-style-type: none"> Encourage carpool or arrange transport i.e. shuttle bus for attendees to minimise the use of individual vehicles 	<ul style="list-style-type: none"> Environmentally Efficient Transportation
Venue	<ul style="list-style-type: none"> Ensure that the venue has energy efficient lighting or enough natural lighting Enquire about the venue's water efficiency technology i.e. dual flush toilets in restrooms, sensor water taps Request that recycle bins be placed at several locations around the venue so that waste can be separated at source for recycling 	<ul style="list-style-type: none"> Energy efficiency Water conservation Waste minimisation
Exhibition Material	<ul style="list-style-type: none"> If decor is required it should be sourced locally Give preference to environmentally friendly goods If decor is required request potted indigenous plants. Once the event is complete donate to a local school or community All equipment used during the exhibition should be energy efficient e.g. TV's or lighting A policy should be put in place for exhibitors which limits the amount of waste that they may/may not leave behind and the handing out of information leaflets should be discouraged 	<ul style="list-style-type: none"> Social development and local economic development Biodiversity conservation Energy efficiency
Media	<ul style="list-style-type: none"> Ensure that all media packs are printed on recycled paper or sent out electronically 	<ul style="list-style-type: none"> Waste minimisation

Green Launches and Exhibitions

A Case Study of the Launch of the Buffelsdraai Landfill Site Community Reforestation Project, Durban, South Africa

Waste Management

No invitations were printed, all invitations were distributed electronically. Project banners manufactured for the launch have since been used for other Greening Programme events thereby minimizing waste and costs

Biodiversity Conservation

Only potted indigenous plants were used for display purposes for the event



Waste Minimisation

No bottled water was served at the launch. Water coolers were pre-frozen and delivered on site for the launch



The eThekweni Municipality committed to hosting the 2010 FIFA World Cup™ event in Durban in an environmentally sustainable manner.

As a result it established the Greening Durban 2010 Programme

As part of the programme the Buffelsdraai Landfill Site Community Reforestation Project was the first initiative set up through the Greening Durban 2010 Programme to mitigate the impacts of hosting the 2010 FIFA World Cup™

The launch was held on the 30th of January 2009 onsite at the Buffelsdraai Landfill site in Verulam north of Durban. Approximately 100 people attended the launch event



Climate Protection

In an effort to reduce carbon emissions from attendees travelling to the launch, a shuttle bus was provided to transport the attendees to the launch

Energy Efficiency

A battery powered PA system was purchased and used for this event. This system has been used by the Environmental Planning and Climate Protection Department (EPCPD) for a number of events since the launch of this project

Ecoprocurement

Food was sourced from local producers from Durban and surrounding areas. Leftover food was distributed to the local community



3.3 Green Conferences

The scale of a conference ranges from approximately 50 - 300 people.

EVENT ACTIVITY	GREENING INTERVENTIONS	GREENING PRACTICE
Invitations	<ul style="list-style-type: none"> Email invitations to attendees 	<ul style="list-style-type: none"> Waste minimisation
Registration	<ul style="list-style-type: none"> Provide the option for online registration to minimise the use of paper Print all documents on both sides of the page 	<ul style="list-style-type: none"> Waste minimisation
Catering	<ul style="list-style-type: none"> Use caterers that are in close proximity to the meeting venue to reduce the carbon footprint of transporting the food to the venue Request that caterers use minimal packaging Request that leftover food is disposed of correctly i.e. distributed amongst catering staff, under privileged communities or, composted Request that water jugs and glass are used rather than bottled water Request seasonal produce that is locally sourced for meals. Give preference to environmentally friendly products or services 	<ul style="list-style-type: none"> Environmentally Efficient Transportation Waste minimisation Ecoprocurement
Transportation	<ul style="list-style-type: none"> Ensure that conference venues are selected where delegates can stay at the venue to minimise daily transportation requirements or that the accommodation and venues selected are close enough for walking A shuttle bus should be arranged for delegates should the accommodation and conference venue not be within walking distance Consider working with a bicycle hire company to allow delegates to move between the venue and their accommodation by bike 	<ul style="list-style-type: none"> Environmentally Efficient Transportation
Venue	<ul style="list-style-type: none"> Ensure that the venue has energy efficient lighting or enough natural lighting Enquire about the venue's water efficiency technology i.e. dual flush toilets in restrooms, sensor water taps Request that recycle bins be places at several locations around the venue so that waste can be separated at source for recycling 	<ul style="list-style-type: none"> Energy efficiency Water conservation Waste minimisation
Exhibition	<ul style="list-style-type: none"> If decor is required it should be sourced locally. Give preference to environmentally friendly goods 	<ul style="list-style-type: none"> Social Development and local economic development

EVENT ACTIVITY	GREENING INTERVENTIONS	GREENING PRACTICE
Exhibition <i>(cont)</i>	<ul style="list-style-type: none"> • If decor is required request potted indigenous plants. Once the event is completed donate to a local school or community • All equipment used during the exhibition should be energy efficient e.g. TV's or lighting • A policy should be put in place for exhibitors which limits the amount of waste that they may/ may not leave behind and the handing out of information leaflets should be discouraged 	<ul style="list-style-type: none"> • Biodiversity conservation • Energy efficiency • Waste minimisation
Media	<ul style="list-style-type: none"> • Ensure that all media packs are printed on recycled paper or sent out electronically 	<ul style="list-style-type: none"> • Waste minimisation
Accommodation	<ul style="list-style-type: none"> • Select accommodation facilities that have green certification standards or provide a list of accommodation nearby the venue that have green certification standards for the delegates to choose from 	<ul style="list-style-type: none"> • Resource efficiency
IT	<ul style="list-style-type: none"> • Request that IT equipment used during the conference is energy efficient or energy star rated 	<ul style="list-style-type: none"> • Energy efficiency
Conference Bags	<ul style="list-style-type: none"> • Source conference bags from local suppliers to reduce the carbon footprint from transportation emissions • Support local community's projects that specialise in manufacturing conference bags • Ensure that bags and gifts are reusable and practical to minimise waste • Select conference bags that are made from recyclable material e.g. material off cuts or used conference banners 	<ul style="list-style-type: none"> • Energy Efficiency Transportation • Social Upliftment • Waste minimisation • Waste minimisation
Gala Events	<ul style="list-style-type: none"> • Arrange shuttles to transport attendees to dinner to minimise the use of individual vehicles • Ensure that caterers use minimal packaging for catering purposes • Support local artists and musicians as part of the entertainment at the dinner • If decor is required request only potted indigenous plants. Once the event is completed donate to a local school or community • If decor is required it should be sourced locally • Give preference to environmentally friendly goods 	<ul style="list-style-type: none"> • Energy Efficiency Transportation • Waste minimisation • Social Development and local economic development • Biodiversity conservation • Ecoprocurement

Green Conferences

A Case Study of the 2nd International Local Action for Biodiversity



Ecoprocurement

Food was sourced from local producers from Durban and surrounding areas. Local coffee, beer and wine were served at all associated events during the workshop. These products were sourced from Assagay Coffee, Shongweni Brewery and the Stables Wine Estate in Durban, KwaZulu Natal



In keeping with the principles of event greening, the Environmental Management Department of eThekweni Municipality, now the Environmental Planning and Climate Protection Department (EPCPD), developed the “GOING GREEN” campaign as part of greening the 2nd International Local Action for Biodiversity (LAB) Workshop

This workshop was held from the 8th – 10th September 2008 at the Southern Sun Elangeni Hotel

A total of 110 delegates attended this workshop

Waste Management

Delegate bags were made of denim and cotton materials (recycled or donated material used only). All paper used for notepad and workshop programmes were made from 100 % recycled paper. All delegates received a USB stick to avoid unnecessary printing of paper. A Return Box was setup, where unwanted documents and other material could be returned to ensure waste was minimised. Recycling bins were provided to facilitate recycling. The Workshop pull-up banners were developed in a way that would allow them to be reused for future LAB meetings



Communication

The “Going Green” Campaign was developed as part of greening the LAB Workshop. Information was communicated to delegates during the course of the workshop. A dedicated “greening” display table was set up as part of the exhibition area

Workshop, Durban, South Africa

Waste Minimisation

No bottled water was served at the workshop and associated venues for this workshop



Climate Protection

The eThekweni Municipality planned to offset approximately 7654.89kg CO₂ by planting 100 trees at a municipal landfill site north of the city. These trees were planted post the LAB Workshop at the Buffelsdraai Landfill Site Reforestation project



Biodiversity Conservation

As part of the décor potted indigenous plants in the exhibition area were sourced from the Wildlife and Environmental Society of South Africa (WESSA) in Durban. The potted plants were later donated to the WESSA Eco-Schools

Social and Economic Development

Delegate bags, beaded lanyards, beaded pens and "Busi Doll" key rings that were purchased were made by local artisans from Sizana and AfriSkills Trading which provide rural men and women with a steady income. The eThekweni Municipality and the WESSA Eco-Schools Programme partnered to host the first Eco-Schools Children's Summit on Urban Biodiversity on the 21st August 2008, as a side event to the 2nd International Local Action for Biodiversity Workshop. Eight schools within Durban were selected and invited to participate in the summit. The selection of schools was based on their involvement and commitment with the Eco-Schools Programme

3.4 Mega Events

A Case Study of the Greening Durban 2010 Programme for the 2010

The water footprint at the Moses Mabhida Stadium was reduced by 74% through the use of water capture and recycling systems, efficient irrigation systems and water efficient fittings. These will save approximately R700 000 per annum and secure the sustainability of "water-hungry" landscapes (including the pitch) that may otherwise be threatened by future regional water shortages

Water Conservation

Energy Efficiency

A significant reduction in the energy requirements of the new Moses Mabhida Stadium was achieved through a greener building design, and more efficient systems and fittings; Energy footprint: reduced by 30% through the selection of energy efficient architectural design, technologies and fittings. These measures will save around R1 million in electricity costs per annum

Durban was selected as one of nine cities in South Africa to host the 2010 FIFA World Cup™. In accepting this role, the eThekweni Municipality signed a FIFA Host City Agreement in 2006 that included a broadly worded commitment to environmental protection. In response to this need, the eThekweni Municipality established the Greening Durban 2010 Programme

This is the first event greening programme of a significant scale that the eThekweni Municipality has developed and run, and the experience has yielded important lessons. The highly successful hosting of the World Cup in Durban has positioned the city well to bid to host other major sports events and conferences in the future. In light of the increasing global demand for minimising potential negative climate, social and ecological impacts of major events, the eThekweni Municipality will now proceed to build on the Greening Durban 2010 Programme experiences by developing comprehensive "event greening" skills, capacity and policy frameworks as part of its continued role as an internationally prominent Event Hosting City

The carbon footprint for hosting the 2010 FIFA World Cup™ events in Durban was estimated at 307,208 tonnes CO₂. The Greening Durban 2010 Programme set the target of hosting a "climate neutral" World Cup, where this entire carbon footprint would be neutralised through various carbon sequestration and offset projects. A Community Reforestation Project was established in the 787 hectare municipal-owned buffer zone around the new regional landfill site at Buffelsdraai, north of Durban, with the aim of replanting a forest that would sequester carbon as the trees grew

Climate Protection

FIFA Soccer World Cup™

Environmentally Efficient Transport Systems

The Greening Durban 2010 Programme provided support to the process of upgrading Durban's Beachfront Promenade as the major pedestrian and cycling link between the beachfront hotel belt and the Moses Mabhida Stadium. The eThekweni Municipality successfully implemented Park and Ride, and Park and Walk systems for the World Cup events which reduced traffic congestion in the city and around event venues, reduced carbon emissions and promoted the use of public transportation usage in sectors of the population that ordinarily do not use it

Sustainable Waste Management

Moses Mabhida Stadium was built on the site of the former Kings Park Soccer Stadium. Masts, control gear, topsoil, pre-cast seating, 400 tonnes of steel and 40 000 bricks removed from the old Kings Park Stadium were recycled and utilised for the new stadium as well as other projects in the city, including refurbishment of school ablutions. A 2-bin system was implemented at all Durban's World Cup event venues, resulting in 24% of the waste collected being sent for recycling (4% above target). More than 1.8km of advertising banners from Durban's beachfront Fan Fest was re-used in a community project that helped to raise funds for conservation and climate protection initiatives. A highly successful waste clean-up weekend was held along the uMngeni River Estuary, the Greening Durban 2010 environmental investment area, in which a large number of local businesses, residents and schools participated, and which saw 2 500 bags of waste collected. This was a highly effective way of getting citizens practically involved in cleaning up their city for the World Cup

Biodiversity Conservation

The Greening Durban 2010 Programme adopted the uMngeni River Estuary Precinct as an environmental investment area. As part of the Greening Durban 2010 Programme, the process of upgrading the area was started with the implementation of the following:

- Financial support was given to a local community co-operative to clear alien plants from 15.5 hectares of densely infested open spaces within the uMngeni River Estuary Precinct, and undertake a follow up clearing exercise.
- The construction and fitting out of the uMngeni River Estuary Green Hub, including development and installation of branding and signage, and a new public toilet block.
- The Green Hub building design incorporated a range of "green building approaches", including: natural lighting and ventilation; solar photovoltaic power source; rainwater harvesting from the roof area; use of low carbon timber over steel or aluminium for structural support, windows and doors; no geysers or air conditioners; and low energy lighting (including LED)

3.5 Key Lessons Learnt from the Greening 2010 Program

1

Event greening needs to be mainstreamed in the event co-ordination / management function:

Event greening cannot be successful if it is treated as a sectoral programme. In order to comprehensively green an event, all sectors involved in establishing the infrastructure for the event, planning or managing the event, need to incorporate “green principles and approaches” into what they do



2

Partnerships are important:

Partnerships can be formed that result in increased funding for event greening, technical skills or implementation capacity

3

Harnessing the enthusiasm and interest of the private sector and the public:

The Greening Durban 2010 Programme’s waste cleanup weekend demonstrated the incredible energy and interest that local business and local residents were prepared to pour into helping prepare their city for the big event

4

Innovation in funding event greening is required:

The eThekweni Municipality funded the majority of the Greening Durban 2010 Programme (63% of programme budget), with significant financial support in the form of grant funding from DANIDA (37% of programme budget). No systems were in place to facilitate event visitors donating or contributing to greening initiatives, and event organisers FIFA did not provide funds in support of greening initiatives in Durban or other Host Cities. Opportunities to generate funding for these initiatives need to be investigated



me for the 2010 FIFA Soccer World Cup™

6

Programme and resourcing timeframes need to be sufficiently long:

The Greening Durban 2010 Programme was initiated after many of the major infrastructure development projects for the 2010 World Cup were already designed and under construction. This limited the influence that the programme had on the greening of this infrastructure, or the sectors that were involved, in that the core design features were already fixed

7

Budgeting:

The Greening Durban 2010 Programme did not budget beyond the World Cup event. This has proved to be problematic given that a number of the projects initiated through the programme have a long term focus

5

Event greening targets should be set that push boundaries and set new benchmarks:

Owing to the fact that “greening” is an emerging field, there is still substantial room for an Event Hosting City to test new approaches, and contribute not only to its own basket of innovative projects, but also to the global knowledge base around how sustainability challenges can be met



8

Lost opportunities in communication:

Major events pose unprecedented opportunities for messaging around green issues, given the inherent media interest in the event. The Greening Durban 2010 Programme did not have the time or resources to run a comprehensive communications programme, and this is considered to be a lost opportunity

To view the detailed Summary Review of the The eThekweni Municipality's 2010 FIFA World Cup™ Event Greening Programme visit

<http://www.durban.gov.za/durban/services/development-planning-and-management/epcpd/projects/greening-durban-2010>

PART 4: Glossary and Useful Websites

TERM / CONCEPT	MEANING / DESCRIPTION
Event Greening	Event greening is when host cities and event managers organize the event in such a manner that it supports sustainable development ⁷
Green Economy	A green economy can be thought of as one which is low carbon (i.e. uses less coal, oil and gas), resource efficient and socially inclusive. In a green economy, growth in income and employment should be driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services ⁸
Reduce	Annually Durban Solid Waste (DSW) collects 1.4 million tons of waste which is land-filled at DSW's 3 disposal sites. The most effective method to reduce waste is to limit production e.g. buy less and use less ⁹
Reuse	We cannot avoid producing waste, but that does not mean that we cannot minimise waste and become environmentally friendly i.e. discarded items or elements of the discarded items are used again ¹⁰
Restore	Where possible restore do not throw away old items e.g. fix old furniture and refill gas cylinders ¹¹
Recycle	To pass again through a series of changes or treatments or to process (as liquid body waste, glass, or cans) in order to regain material for human use ¹²
Carbon footprint	Is the total set of GHG (greenhouse gas) emissions caused directly and indirectly by an individual, organization, event or product ¹³
Carbon offset	Carbon offsetting projects try to stop the damage caused by activities that produce carbon by doing other things to reduce it, such as planting trees ¹⁴
Indigenous	Refers to something which is native to an area; originating, living or occurring naturally in that area or environment ¹⁵

⁷ Department of Environmental Affairs (2010) Greening of Large Events: A Volunteers Guide

⁸ UNEP (2011)

⁹ Durban Solid Waste's Recycling Manual

¹⁰ Durban Solid Waste's Recycling Manual

¹¹ Durban Solid Waste's Recycling Manual

¹² <http://www.merriam-webster.com/dictionary/recycle>

¹³ Department of Environmental Affairs (2010) Greening of Large Events: A Volunteers Guide

¹⁴ <http://dictionary.cambridge.org/dictionary/british/carbon-offsetting>

¹⁵ Department of Environmental Affairs (2010) Greening of Large Events: A Volunteers Guide

Useful Websites

Event Greening Resources

ICLEI Greening Events	www.iclei-europe.org/products-activities/training-events/
How to plan a sustainable event?	www.sustainable.org/information/susevent.html
Certified Meeting Professional (CMP) Network SA	www.cmpnetworksa.co.za
Convention Industry Council (CIC) Green Meeting Report	www.conventionindustry.org/projects/green_mtgs.htm
Event Greening Forum for South Africa	www.eventgreening.co.za
Exhibition and Event Association of South Africa (EXSA)	www.exsa.co.za
Green Meeting Industry Council (GMIC)	www.greenmeetings.info
Southern African Association for the Conference Industry (SAACI)	www.saaci.co.za
Green Events Source	www.greeneventsource.com
U.S. Environmental Protection Agency's Green Meetings Initiative	www.epa.gov/oppt/greenmeetings
Ecologo	www.terrachoice-certified.com
A Greener Festival	www.agreenerfestival.com

Carbon Emissions Standards and Certifiers

World Resources Institute/World Business Council for Sustainable Development	www.wbcsd.org
Gold Standard	www.cdmgoldstandard.org
Voluntary Carbon Standard	www.v-c-s.org
Renewable energy certificates (RECs)	www.greenenergy.com

Carbon Emission Offset Providers

My Climate Ticket	www.myclimate.org
Safe Climate	www.safeclimate.net/calculator/
Carbonfund	www.carbonfund.org
Carbon Neutral Company	www.carbonneutral.com
Carbon calculator for the South African market	www.90x2030.org.za

Publishers and Blogs Covering Event Greening

Environmental Leader	www.environmentalleader.com
GreenBiz.com	www.greenbiz.com
Green Lodging News	www.greenlodgingnews.com
Earthfirst.com	www.earthfirst.com
Planetsave.com	www.Planetsave.com
Greenbase	www.greenbase.com
Urban Sprout	www.urbansprout.co.za

Useful Websites

Service Providers

Green Seal	www.greenseal.org/
Green Meeting Industry Council	www.greenmeetings.info
Eco Gatherings	www.ecogatherings.com
Elysium Events	www.elysiumeventsllc.com
Planet Bluegrass	www.bluegrass.com/green
Meet Green	www.meetgreen.com
Veolia Environmental Services	www.veoliaes.co.za/

South African Regulating Bodies and Associations

Fair Trade in Tourism South Africa (FTTSA)	www.fairtourismsa.org.za
Federated Hospitality Association of South Africa (FEDHASA)	www.fedhasacape.co.za
Green Building Council of South Africa (GBCSA)	www.gbcsa.org.za
GreenStay SA	www.greenstaysa.org.za
Heritage SA	www.heritagesa.co.za
Marine Stewardship Council (MSC)	www.msc.org
South African Bureau of Standards	www.sabs.co.za
Southern African Sustainable Seafood Initiative (SASSI)	www.wwf-sassi.co.za

Purchasing

Forest Stewardship Council	www.fsc.org
Energy Star	www.energystar.gov
Cedar Grove Compost Products	http://cedargrovepackaging.com/index.php?/products/
Fair-trade	www.fairtrade.org.za

Media

Blackle – Google-based search engine	www.blackle.com
Ecocho – Yahoo-based search engine	www.ecocho.eu
The Story of Stuff	www.storyofstuff.com

Other

Collect-a-Can	www.collectacan.co.za
E-waste Association of South Africa	www.ewasa.org
Food and Trees for Africa	www.trees.co.za
Paper Recycling Association of South Africa	www.prasa.co.za
PET-plastics recycling in South Africa	www.petco.co.za





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Development Planning, Environment
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Telephone No: 031 311 7875

<http://www.durban.gov.za/durban/services/development-planning-and-management/epcpd>