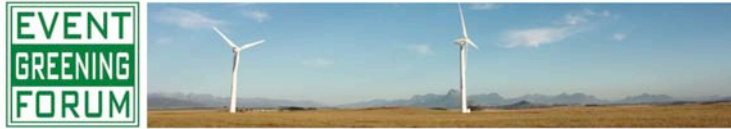


WHAT IS AN EVENT GREENING FORUM?



What is the Event Greening Forum?

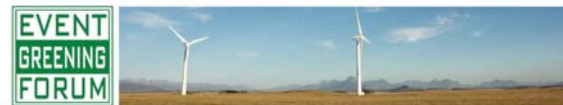
- Another Association?



- Do we need it?



Another association when we have so many associations like EXSA, TPSA, Fedhasa, SATSA?
Do we need it?



Growth in Greening Awareness for events



- Copenhagen
- Kyoto
- Topics - SAACI Conference
- EXSA Conference



There has been a huge growth in greening awareness generally. If we look at the recent Copenhagen greening meeting and we compare it to the previous Kyoto meeting, it is amazing to see how much more awareness there is of greening. Greening is no longer regarded as a Green Peace issue for the greenies of the world but has everyone interested. Within our own events industry, we have seen at both the recent two SAACI conferences and the previous EXSA

Conference, greening taking on a significant topic of speakers' time and conference theme. At EXSA Awards last year, the theme was green.



Growth in Event Greening Awareness



Government Green stand at Soccerex



We see the green news section in the latest Event.

We have even seen a Department of Environment green stand at last year's Soccerex.



Two Oceans - Greening of Sports Events



At the Two Oceans marathon last year, they had 40% of their waste being recycled and they aim this year to achieve 75%.



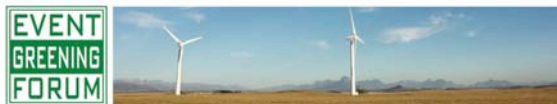
Industry Sectors:

- Professional Conference Organisers (PCOs) and Destination Management Companies (DMCs)
- Exhibition and Event Organisers
- Suppliers and Sub-contractors (infrastructure, AV, transport, products etc)
- Venues

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We have split the sectors into professional conference organizers, destination management companies, exhibition and event organizers, suppliers and sub-contractors including our greening suppliers and our Venues.



Northern Team:

Justin Hawes	(Scan Display)
Shona Young	(ICLEI)
Hanlie Delpont	(Tshwane International Show)
Adene Pringle	(SAACI)
Amanda Rogaly	(Kadogo Events and Communications)
Grant Medcalf	(Coca-Cola dome)
Irvan Damon	(Carbonfree)
Joy Donovan	(Trade Show Training)
Lynn Browne	(Duma Expo)
Lynn Chamier	(Specialised Exhibitions)
Nicolette Elia	(ICC durban)
Sandra Galbraith	(Specialised Exhibitions)
Sonja Walls	(TEPG)



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•All representatives of different sectors



We have split our Event Greening Forum into two geographic regions, the Northern and the Southern Teams. We have done this for geographic reasons and also in the interest of greening to ensure that we do not fly around the country incurring a large carbon footprint in order to “walk our talk”.



Southern Team:

- | | |
|----------------------|--|
| Brian Little | (Complete Events) |
| Chris Naude | (EXSA/Three City Events) |
| Grace Stead | (GMIC, ICLEI) |
| Graham Jeffery | (EXSA/Oasys Innovations) |
| Julia Barton-Hill | (International Conferences and Events) |
| Karin Diederichs | (KD & Associates) |
| Lance Gibbons | (EXSA/ The Event Newspaper) |
| Robyn van Oudtshoorn | (SAACI/ Vineyard Hotel) |
| Rolf Greiner | (MICE/Wedgewood SA) |
| Sasha Hendrikz | (The Event Newspaper) |
| Shaheen Jutzen | (SAACI/CTICC) |
| Teri Kruger | (Synergetics) |



•Below the radar



What is really fantastic is that we have a great representation of different sectors in the industry. Here is a list of our Southern Team. What is wonderful about this organization is that we have had a lot of people who are normally below the radar who have got involved, eg, Irwin Damon from Carbon Free (from Big Brother) who provides bags made out of recycled materials to the industry. He is not a member of any association. He is on our Northern Committee.



Where do we want to get to?

- Awareness of Greening at all levels in our industry:
- Have to get management to buy in first...
Have to get to shop floor level
- Greening is sustainability



WHERE DO WE WANT TO GET TO?

We want an awareness of greening at all levels in our industry. WE have to get management to buy in first and then we have to get to the shop floor level. I think what is also important is that this is not just about greening. When we talk about greening, we are talking about sustainability!



EVENT GREENING FORUM

How do we achieve this?



Training

Awareness created through events- Earth Hour



Information sharing - website
- email newsletter

Code of conduct

www.eventgreening.co.za



HOW DO WE ACHIEVE THIS?

We want to have awareness created through events eg, the WWF Earth Hour program. Through training (we have already had two sessions and will roll out with more), through information sharing (this ties into the objective of the Event Greening Forum I mentioned earlier where we have a platform for information sharing. I encourage everyone to visit www.eventgreening.co.za. We are currently working on a Code of Conduct.

Row your own boat – we all make our own small contributions. There is no information exchange and there are inconsistent practices. Through these random efforts, we achieve less and I believe that a lot of boats will sink this way.



The big ships!

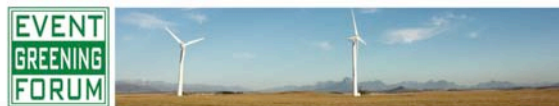


We are doing it because we have to

Daunting



The big ships – people believe that the Event Greening Forum is only for the big corporations, the ones with the big reserves, the big ships such as the CTICCs, the Domes, the SCC and the major organizers and suppliers. The problem with this is you get an attitude of we are doing this because we have to not because we want to. It is daunting for the smaller players. They do not make a contribution because they believe that large resources are required.



DOES ANYONE KNOW WHAT THIS MAP IS?

Yes, it is Dunkirk. What happened is the Allied forces were driven by the Germans in 1940 in the 2nd World War to a small area around Dunkirk and the Germans believed that they surrounded the Allies and that they would capture 380 000 troops in this area.



We are all in - Dunkirk (D-day)



- Sustainable huge momentum
- Everyone involved - Big ship
- Small ship



However, the little ships of Dunkirk, 700 merchant ships, marine ships, fishing boats, pleasure cruisers and 150 military ships engaged in a massive maneuver where 338 000 soldiers were evacuated in Dunkirk. We are ALL in this together and I believe that it is a combined effort - large, medium and small ships, everyone playing their role. We all need to be in involved in this industry and to be a part of this event greening forum.



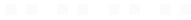
“Dunkirk effort”



So this approach has a huge sustainable momentum to it – big, medium and small ships – it is a huge Dunkirk effort. I do believe that this will ensure sustainability of event greening.



Thank you



Thank you.