

GAUTENG Green Events GUIDELINES



TOURISM

Practical guidelines to hosting sustainable events



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Endorsed by:



IFEFA Africa



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Gauteng Tourism Authority accepts no responsibility, and will not be liable, for any errors and omissions contained herein.



MESSAGE FROM THE MEC

Gauteng has established itself as the commercial powerhouse of Southern Africa. With convenient transport connections, vibrant night life, top notch eateries, home to many sports, business and entertainment events and endless shopping options, there is literally something for everyone.

Gauteng Tourism Authority (GTA) is tasked with promoting sustainable tourism and making Gauteng a world-class destination, while contributing to economic growth and the much needed decent jobs.

Internationally, the importance of sustainable living is being highlighted and we can't deny the reality of climate change or the impact that it has on our lives. At a local level, we need to provide practical guidance and support to ensure that our natural resources are used with care and our people are able to withstand the impacts of climate change.

Consistent with our drive to be a leading and innovative mega-destination, the Gauteng Green Events Guidelines is another initiative aimed at providing practical guidance to the conferencing, events and generally the tourism industry at large to can host our events in a responsible manner, while also building local economies and providing the best opportunities for our people.

While these are guidelines, we urge you to take these to heart and action when planning for your events and conferences either large or small. Responsible and sustainable tourism promotion is an important elements of our Gauteng Green Economy Perspective and we are proud to present this green eventing guidelines booklet to your fellow stakeholders and partners.

Working together we can build a better Gauteng.

Ms Qedani Dorothy Mahlangu
MEC: Economic Development
Gauteng

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- Maropeng Conference Centre
- Meetings Africa
- Miss Earth South Africa
- Misty Hills Country Hotel, Conference Center & Spa
- Rocking the Gardens – Seed Experiences
- Sandton International Convention Centre
- Springbok Atlas
- The Peech Hotel
- Turbine Hall Conference Centre
- Upcycle
- Valverde Country Hotel
- Zietsies Guest House

The following organisations and associations have formally endorsed these guidelines.

- Certified Meeting Professional (CMP) Network SA
- Exhibition & Event Association of Southern Africa (EXSA)
- Event Greening Forum of South Africa (EGF)
- Federated Hospitality Association of Southern Africa (FEDHASA)
- International Festivals and Events Association Africa (IFEA)
- Southern African Association for the Conference Industry (SAACI)
- Technical Production Services Association (TPSA)

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INTRODUCTION

Introduction to the Gauteng Green Events Guidelines

Resource depletion, environmental degradation, carbon emissions, global warming, filling up of landfill sites, social responsibility – these are all current issues of concern. As a result, there is an international movement across all industries to reduce their various impacts on the environment by promoting resource efficiency and sustainability. This includes the events industry.

Thousands of events, meetings and conferences are being held annually with a large demand on natural resources. In recognition of this demand and our responsibility as an industry, the Gauteng Tourism Authority (GTA) has developed this Green Events Guidelines with the aim to promote resource efficiency and sustainability within the events industry in Gauteng.

Who should use these Guidelines?

This book can be used as a guideline for implementing a green programme for a range of events, such as meetings, festivals, conferences and exhibitions. It 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, also organisers within the business sector.
- Venues – hotels, convention centres and other venues where events are held.
- Suppliers and sub-contractors – infrastructure, audio-visual equipment, transport, suppliers of products and services.

The handbook is not only intended for professional event organisers, 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, although innovation continues to broaden the scope of options to implement.

How to use these Guidelines?

READ IT ALL: To understand the full process and the reason for event greening it is recommended that the guidelines be read in its entirety. There is some duplication of information between the different sections to provide a comprehensive overview and to ensure continuation of information in the different sections. The reality is that it can't and should not be seen in isolation, but is integrated throughout all the aspects of an event.

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:** Information on how to get started and what you need to consider.
- **Resources:** Additional information, with a glossary and useful websites.

MAKE IT PRACTICAL: 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. You need to understand how you can implement event greening at your next event in a practical way.



WHAT IS EVENT GREENING?

Introduction to Event Greening

Event Greening is the process of incorporating social, environmental and economical responsible decision making into the planning, organisation and implementation of, and participation in, an event. It incorporates sustainable development principles and practices in all levels of event organisation, and aims to ensure that an event is hosted responsibly. 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 these guidelines 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 following outcomes are anticipated:

- 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 ensure that the aims and objectives are clearly defined and measured.
- 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.



The following needs to be combined to ensure a green event is successful:

- 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.

A brief history of Event Greening

The first time that environmental concerns were actively 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. The Green Goal initiative was launched during the 2006 FIFA World Cup™ in Germany and implemented in South Africa in 2010.

The focus has however not only 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 realized 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 Event Greening Forum was established in 2011 with the aim to promote and embrace sustainable and ethical business practices within the events industry in South Africa, with an initial focus on meetings, incentives, conferences, exhibitions and events. The Forum was established through the dedication and support of the industry associations who are recognised as founding members. For more information and resources visit www.eventgreening.co.za

Greening practices

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



CASE STUDY: CSIR International Convention Centre

The CSIR International Convention Centre (CSIR ICC) has already implemented various greening initiatives at their venue. They are flexible and supportive in dealing with clients' requests and at the same time try to ensure that the negative impact of the conferences and events on the environment, is as minimal as possible. The Centre has trained its staff and partnered with relevant service providers to proactively assist clients in 'greening' their events.

The following greening initiatives have been implemented at the Centre:

- Waste separation at source for glass, paper, plastic and food.
- The on-site worm farm produces compost for the herb garden.
- Filtered water coolers are provided instead of bottled water.
- The building management system is set to switch off the heating, ventilation and air-conditioning in the building during peak energy usage in the kitchen.
- Energy efficient lights are used throughout the building and some areas have motion sensors that switch lights on when people enter the room.
- They have introduced internet streaming to deliver conferences via the web.



For more information visit: www.csiricc.co.za

Environmental protection (planet) refers to reducing the environmental footprint of the event through the responsible management of resources such as energy and water so that we live within our environmental limits.

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 to ensure a fair society.

Economic value (prosperity) refers to the financial benefit of the event, and encouragement of viable business practices, as well as the real economic impact or benefit enjoyed by the host region such as job creation.

There are many areas where organisers can have a positive impact when hosting an event. The following greening practices (practical things that you can do to make a difference) should particularly be considered:

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



Eco-procurement

The procurement (purchasing) of goods and services is a core activity relating to events. Eco-procurement gives preference to products and services 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 reduction. 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 eco-procurement criteria in your request for quotes or tender documents sent out. This encourages different companies to consider their environmental impact as part of their service.

When you need to make procurement/purchasing decisions, consider the following points outlined on page 12. For more information about eco-procurement in the different key areas, please refer to pages 41 to 60.



The Wonderboom Airport 75th Anniversary included an air show where event greening principles were implemented. This included eco-procurement, recycling and communication to participants based on the City of Tshwane Green Event Guidelines.

- Do we really need to have it? What are the alternative options?
- It is better to buy local goods and services?
- Encourage environmentally friendly products that are certified and credible.
- Encourage the use of goods with recycled content or that can be recycled.
- Encourage the use of goods with minimum toxic chemicals.
- Avoid the use of disposable products with a single use, such as disposable paper cups or serviettes. Rather use multi-use items when possible.
- Avoid goods that are excessively packaged, and buy in bulk when 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 or the Marine Stewardship Council (MSC).
- Select venues (hotels, conference facilities, etc.) that implement a greening policy, and have a corporate social responsibility towards employees.
- Select venues (hotels, conference facilities, etc.) that are accessible by public transport, or encourage car sharing.
- Select transport service providers that have vehicles with renewable fuels and fuel-efficient technologies, to minimise energy consumption and pollution.
- Use service providers who demonstrate their environmental commitment wherever feasible. 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.

Eco-procurement gives preference to products and services that are not harmful to the environment.



Meetings Africa 2011 only procured local entertainers



Zietsies Guest House used old gates for ceiling pot/utensil racks

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:

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.

Fair Trade in Tourism in South Africa, FFTSA (www.fairtourismsa.org.za) is a non-profit organisation that promotes sustainable tourism development. They are also facilitating the world's first Fair Trade certification programme.



Green Building Council of South Africa (www.gbcsa.org.za) promotes buildings that are energy efficient, resource efficient, environmentally responsible, and incorporates design, construction and operational practices that significantly reduce or eliminate any negative impact on the environment and the buildings' occupants.



GreenLeaf (www.greenleafecostandard.net) 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.



The Heritage Environment Management Company (www.heritagesa.co.za) offers an environmental certification and management system based on the application of internationally recognised, environmentally responsible operating standards across various business operation categories.



Marina Stewardship Council (www.msc.org) has a fishery certification programme and seafood eco-label that recognises and rewards sustainable fishing. They are a global organisation working with fisheries, seafood companies, scientists, conservation groups and the public to promote the best environmental choice in seafood.





CASE STUDY: Waste management

Rocking the Gardens

This event was held at the Emmarentia Dam over two days (Oct 2010) with an average of 3000 people attending per day. Three different stages were provided with a total of 37 music performances. The motto of the event was “play hard, tread lightly”.

A comprehensive recycling initiative was implemented with separation at source. More than 80% of the waste was diverted from landfill and sent for recycling. The staff played a very important role in making it a success. Clearly marked bins were provided, with additional separation of waste back of house.

No bottled water was sold at this event, although people could buy re-usable water bottles and fill these at the hydration-station with cold filtered water. This reduced the plastic waste stream significantly.

Live Earth Concert

Live Earth Concert at the Coca Cola Dome in Johannesburg (July 2007) was the first major event in South Africa to use biodegradable food packaging products. By the end of the evening there was 3.5 tons of waste, but because it was biodegradable it was shredded and composted on-site in tumblers. Within three weeks all waste was converted into fresh compost and donated to local community gardens!

The biggest concern was that there would not be enough biodegradable cups and that plastic cups would be used. If the plastic cups were shredded and included into the tumblers it would have contaminated the compost.

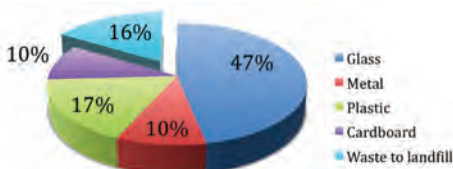
Sandton Convention Centre

Waste is separated on-site and they have a waste compactor, which is used for cardboard, paper and aluminum cans. Glass water bottles are also recycled.

Campus at the Forum

All waste is taken to the onsite sorting area and sorted into recycle bins before it is sent for recycling. With effective waste sorting methods they have managed to divert 80% waste from landfill. Recycling bins for glass, tin and paper have also been set up so that staff can bring these items in from home to be recycled.

Waste at Rocking the Gardens 2010



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 and change behaviour around 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), then to consider what can be re-used, followed by effective waste minimisation through recycling.

Waste management is usually a very visible activity with great greening potential. It is good to encourage active participation through waste 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 (rubbish dump).

Also consider what happens to the leftover food after an event. Without any planning and environmental consciousness, most of it goes directly to a landfill site. When organic waste decays in the absence of oxygen, methane gas is produced. Methane gas is a greenhouse gas, which is about 20 times more harmful than carbon dioxide. An alternative is to donate leftover food to an organisation such as FoodBank (www.foodbank.org.za), who will collect unwanted food, and distribute it to the needy while making sure that the cold food chain requirements are implemented. 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 41 to 60 for more information about waste management in different key areas.

- Consider how you can firstly avoid, then reduce, then re-use and finally recycle.
- Where recycling is separated at source it helps to avoid contamination and thus a larger amount of materials can be recovered for recycling instead of sent to landfill.
- Conduct waste audits. Monitor recyclable waste and actual amount recycled.
- Switch from print to electronic format: Use a website for registration, and e-mail or internet for communication rather than printed brochures.
- Only print when necessary, and print double-sided on appropriate paper.
- Distribute information electronically rather than in printed format.
- Print on the reverse side of used paper when possible.
- Avoid the use of disposable items; use reusable food-and-beverage containers and cutlery instead of disposable paper cups and plates.
- Provide a water dispenser with reusable glasses, rather than single use water bottles and disposable cups.



At Misty Hills Country Hotel, Conference Center & Spa separation at source happens at the different venues. The bins are then taken to the skips. At the skips they keep waste separated as green waste, glass, plastic and paper.



Exhibitions & events can be huge creators of waste if not properly managed

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 can be broken down by other living organisms, such as leftover food, tea bags, vegetable peels, etc. and should be disposed of through the appropriate method such as composting, biodigester, bokashi bin or a worm farm.
- **Hazardous waste** – items that are hazardous to people or the environment if not disposed of appropriately such as fluorescent tubes, compact fluorescent lights and all medical waste.
- **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.

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 (where you throw the item in the bin), but the main recyclable items are removed from the waste stream for recycling on-site. 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. It is better to encourage composting and avoid sending organic waste to landfill.
- **Landfill site** – when waste is not re-used, 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.



Staff at Turbine Hall taking sorted bottles to the waste area



Back-of-house sorting at Rocking the Gardens Music and Lifestyle Festival

A few tips for recycling:

- Ensure that the recycling bins are well marked with clear instructions, preferably colour-coded.
- Ensure that bins for different types of waste/recycling are always placed next to each other to encourage recycling.
- Provide clear information to visitors about what is expected from them. Ensure that staff members are informed about the recycling, and what the process is.
- Ensure that you have appropriate systems in place – if there is only one bin behind the bar area, then all the waste will go into this one bin, but if two bins are provided and clearly marked, then recyclables can be separated from waste at source.
- Find out what types of waste can be recycled in your area. Start with the easy items such as glass, which has a high value and can easily be taken out of the waste stream.

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.

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.

Water is used for a variety of different aspects every day. We drink it, bath in it, as well as use it for cooking and cleaning. It is also used in the manufacture of different products, which we don't always take into account.

The water footprint of an individual is defined as the total volume of freshwater used to produce the goods and services consumed by the individual (www.virtualwater.eu). When you take into consideration all the different stages of production you will need about 1600 litres of water to make a kilogram of bread and 10 litres of water for a single sheet of paper.

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 will therefore save water as well.



It is important to promote the drinking of local tap water to your delegates/exhibitors/guests. The City of Johannesburg, the City of Tshwane and other municipalities in Gauteng attained Blue Drop status for their water.



Fresh water was served in jugs at the Gauteng Green Event Workshop



Water efficient dual-flush toilets at the Peech Hotel

Here are a few tips on how to minimise your water consumption. Refer to pages 41 to 60 for more information about water conservation in different key areas.

- 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 re-use 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 grey-water (such as water from laundry, bath, shower) 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 are 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 Energy Certificates (RECs)

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 and 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 renewable energy (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 to be consumed).

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.





Solar water heater at Peech Hotel



A venue with natural lighting at Zietsies Guest House

The following could be done to promote energy efficiency and the use of renewable energy. Refer to pages 41 to 60 for more information about energy efficiency in different key areas.

- Select a venue/accommodation that has an energy-efficiency policy in place.
- Request the use of natural light and ventilation rather than lights and air-conditioning, whenever possible.
- Switch off all lights when a room/venue is not in use.
- Consider using only 50% of lighting during set-up and strike.
- Consider the use of biodiesel in your generators.
- Purchase renewable energy certificates (RECs) for your event.

Renewable energy resources

Non-renewable energy resources (such as coal, petroleum and natural gas) are slowly being depleted and cannot be regenerated on a scale that can sustain the consumption rate indefinitely. Renewable energy resources (such as wind, solar, hydro power) still remain largely untapped and can provide alternative solutions to our energy requirements.

Renewable energy certificates (RECs) are a relatively easy way to access renewable energy. Through the purchase of RECs, you 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. Refer to the text box on page 20.

Biodiesel is a diesel fuel substitute, produced from renewable non-petroleum based 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 has a lower emission rate of carbon monoxide (CO) and carbon dioxide (CO₂) compared to normal diesel. It can however have a negative impact on food security if not done with integrity.

Emissions reduction

The reduction of greenhouse gas (GHG) emissions is an indirect outcome of many of the practices of event greening, and is important when considering climate change and air pollution. With big events delegates produce large amounts of GHG emissions simply through their air travel in getting to the event.

Consider the following when planning your event to help reduce GHG emissions related to your event (also refer to pages 55 and 56 for more information):

- Encourage public transport such as the Gautrain or Rea Vaya bus service.
- Use low-emission vehicles and encourage car sharing.
- Link speakers via videoconference to reduce international flights.
- Use renewable energy at events through the procurement of RECs or use of biodiesel for generators.
- Raise awareness of the impact of carbon emissions, and encourage delegates to make a voluntary carbon contribution to fund carbon offsetting.

Carbon footprint – the process

It is important to consider the amount of GHG emissions that are produced due to hosting an event. This need to include transport, energy consumed, waste generated, accommodation, media, food and more.

- Planning: Consider how you can avoid creating GHGs such as promoting the use of public transport prior to the event.
- Implementation: During the event you need to ensure that data is gathered so that your carbon footprint can be calculated. This would include electricity metering, detailed flight data, amount of waste to landfill/recycled, etc.
- Calculation: This data collected needs to be analysed so that the actual carbon footprint can be verified after the event and publicised in a report.
- Off-set: The final step is to off-set the GHGs that could not be avoided based on the eco audit carbon footprint report.



Delegate carbon off-set certificates at Gauteng Tourism Summit 2011

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 gas (GHG) accumulates in the atmosphere, it acts 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, waste generated, marketing, transport, flights, accommodation, and more.

A carbon-neutral event is when the net GHG emissions are zero; thus, all the activities related to an event are measured so that carbon emissions can be reduced where possible. Any unavoidable emissions that cannot be reduced through behavioural change should be offset through a reputable carbon-offsetting programme. It is essential that this be measured, and that it is an open and transparent process with factual information about the offsetting. A 'carbon credit' is an emission reduction credit from another project, or verified emissions reduction (VER).

Carbon offsetting is when you do something proactively to balance out the carbon emissions created by your initial activities. This results in less GHG in the atmosphere than would otherwise have occurred. One form of carbon offsetting is to make a financial contribution to a project that reduces carbon emissions by an equivalent amount to that created by the initial action. You could also plant a tree for every four hours of flying, but need to ensure that this tree grows for about twenty years to ensure that the emissions are offset.

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 GHG emissions, measured in metric tons of carbon dioxide (CO₂) equivalents, and generally represents 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.

Biodiversity conservation

The variety of life on earth – its biological diversity – is commonly referred to as biodiversity or the ‘web of life’. 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.

The creation of protected areas for the conservation of biodiversity, natural and cultural heritage assists in conserving threatened biodiversity, important habitats and ecosystem services. Of particular note in Gauteng are the Cradle of Humankind World Heritage Site, and the Blesbokspruit RAMSAR wetland, both of which are protected by international legislation, as well as Suikerbosrand Nature Reserve and Dinokeng. (Gauteng State of the Environment Report 2004)

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 or threatened hot spots in particular.

The two main aspects that are encouraged through event greening are:

- the minimisation of the negative impact on biodiversity; and
- the raising of awareness amongst delegates about 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 41 to 60 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 or 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. Humankind World Heritage Site, the Blesbokspruit RAMSAR wetland and Dinokeng.
- Encourage participant tours to local biodiversity conservation projects or nature reserves, if appropriate.

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 over the long-term.

Initiatives to stimulate the local economy and empower the host community should be incorporated into event 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. It will also have a positive impact on the event itself.

The following should be considered to promote social and economic development. Refer to pages 41 to 60 for more information in different key areas.

- Promote local job creation initiatives through event greening and hosting activities.
- Encourage fair employment practices, and employ service providers that do the same.
- Hire local staff wherever possible, and where there is no expertise, train locals to do the work.
- 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 could receive the benefits of the carbon-offset project (e.g. a solar water heater for a local community building).
- Provide training on greening initiatives (e.g. recycling, tour guides, energy efficiency, eco driving, etc.).
- Avoid damaging cultural and natural 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 cleaning team at Meetings Africa 2011



The above full time staff at CSIR ICC all started as in-service trainees



WHY IS EVENT GREENING IMPORTANT?

Benefits of Event Greening

Events are very resource-intensive, and can have negative environmental consequences for the host city and local population. Globally, more and more events are hosted in an environmentally, socially and economically responsible manner. Many international clients who bring their events to South Africa are making event greening a part of their tender requirements. 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. This also increases the marketing value of your organisation.
- **Environmental innovation:** Greening efforts promote innovative technologies and techniques, which help us to use resources more efficiently.
- **Raising awareness:** 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 creating 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.

What is climate change, global warming and greenhouse gas emissions?

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 or climate change. Plants and animals may not be able to adapt to this 'rapid' climate change quick enough and therefore our whole ecosystem is in danger.



The Greenhouse effect

Greenhouse gases (GHG), such as carbon dioxide, methane, water vapour and nitrous oxide, 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 from the sun, 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 27).

What are the causes?

Fossil fuels are a large source of excess 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 carbon dioxide 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 our steaks and burgers.

These changes are happening at an unprecedented rate, and our daily activities contribute to this. Events include a variety of actions that contribute to GHGs, such as electricity usage, flights, accommodation, transport, as well as 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 South Africa the largest contributor of carbon emissions in Africa.

What are the consequences?

As the concentration of GHGs increase, more heat is trapped in the atmosphere, and less escapes back into space. This increase in 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.
- Greater general climatic variability, while overall it is likely to be warmer.



Transport is usually a large contributor to carbon emissions. During the planning stage already you have to consider how you can reduce your carbon footprint.



The Event Greening Forum stand at the Gauteng Tourism Summit 2011



The Event Greening Forum stand at Meetings Africa 2011

- Change in rainfall patterns with drier annual periods.
- More extreme weather conditions, such as:
 - Higher wind speeds.
 - More frequent very hot days.
 - More frequent and longer droughts.
 - More frequent rain and larger floods.
 - Gradual sea level rise and more regular 'sea storm/surge' events.
 - Higher risk of fires.
 - Food security problems.

What is the industry's involvement and 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, while enhancing the positive results.

It is the industry's responsibility to consider how events can be hosted in a sustainable (green) manner in line with this vision that 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.

Checklist to help you in your planning

Your plan

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

- Start early. Get a team together to drive it
- Compile an action plan with 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 AVOID, 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:

- Provide environmental training for their staff members and sub-contractors
- Inform their guests about their environmental initiatives
- Have a recycling programme in place for main waste types e.g. glass, plastic, paper
- Have energy efficient lighting or use natural light
- 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

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

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 decor and display materials that can be re-used
- Be innovative with exhibition design and use recycled /recyclable materials
- Keep 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 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

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/MSC 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

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

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.

Marketing, PR and production

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

- ❑ Avoid glossy full colour publications. 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 the Gautrain and Gautrain bus service for transport from/to the airport
- ❑ If necessary, then rather 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 large events do not damage the natural environment

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



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 well as 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, event organisers and sub-contractors, 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, provide guidance and verify that it is offset correctly. Refer to pages 22 and 23.

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. Set goals so that you know what you are aiming for.
- **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 once-off, but a mind shift. It is important to do some staff training as well.
- **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 pro-active in implementing event-greening practices.
- **How do you inform the visitors about the event greening?** You need to explain what you are doing, and encourage delegates to actively participate where possible. They can contribute to your greening efforts if you provide a multi-bin system for waste separation at source, or if you assist delegates 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. Your goals need to be **s**pecific, **m**easurable, **a**ttainable, **r**ealistic and **t**imely (SMART).

Management process

The five main areas of a management process for a greening action plan:

- Preparation
- Planning
- Implementation
- Monitoring and evaluation
- Leaving a positive legacy

It is essential that this is an ongoing process that is continuously refined and improved. It starts with the preparation and setting targets, which moves into the development of a strategy. The actual implementation also needs to be done in a sustainable manner, which needs to be monitored and evaluated, finally feeding back into the next preparation phase (as outlined below).

Management process



Greening needs to be a continuous 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.



Gauteng Tourism Authority (GTA) started with the event greening planning and interventions of the inaugural Gauteng Tourism Summit 2011 right at the inception of the event. The venue was chosen due to its environmental credentials and GTA appointed an outside contractor to do an eco-audit of the event. A workshop was held after the event to discuss the outcomes of the eco-audit and look at lessons learned and the way forward.

Preparation

Set up a 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. The task of 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 and encouraged to profile the greening initiatives.

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'. The spectators or delegates are often 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 coming 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. It is advisable to provide service providers and sub-contractors with guidance about what they can do. It might be helpful to provide information via the website, including 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.



The CSIR International Convention Centre (ICC) annually takes on in-service trainees from Tshwane University of Technology. A number of the students have been hired by the Centre on completion of their courses. Through this programme the Centre gives previously disadvantaged students a platform to gain first-hand experience and exposure to the corporate industry.



A full eco audit was done of the Gauteng Tourism Summit 2011



Workshop to discuss the outcomes of the eco audit of the Summit

Monitoring and evaluation

Monitoring and evaluation is an essential component of event greening, and should be used to make continuous improvement. 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.

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 survey 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.

With large events it is best to ensure an independent report, which complies with international standards, such as the Global Reporting Initiative (GRI). The GRI Event Organisers Supplement provides organisations in the sector with a tailored version of GRI's Reporting Guidelines. It includes the original Guidelines, which set out the Reporting Principles, Disclosures on Management Approach and Performance Indicators for economic, environmental and social issues. The Event Organisers Supplement's capture the issues that matter most for event organisers to be reported on:

- Site selection.
- Transport of attendees.
- Recruiting and training of the event workforce, participants and volunteers.
- Sourcing of materials, supplies and services.
- Managing impacts on communities, natural environments, and local and global economies.
- Planning and managing potential legacies.
- Accessibility of an event.



Although the Vancouver 2010 Olympics and COP15 have already compiled their sustainability reports in GRI format, this event sector supplement launched in January 2012 will assist in making reporting easier and more appropriate to the events industry.

Although the reporting is good, this does essentially need to be linked to some international agreed on standard. The British Standard (BS 8901) has been developed specifically for the events industry with a purpose of helping the industry to operate in a more sustainable manner. The standard defines the requirements for a sustainability event management system to ensure an enduring and balanced approach to economic activity, environmental responsibility and social progress relating to events.

It requires organisations to identify and understand the effects that their activities have on the environment, on society and on the economy both within the organisation and the wider economy; and put measures in place to minimise the negative effects. These standards will however be replaced by the International Standard (ISO 20121) for Sustainability Management Systems.

BS 8901/ISO 20121 offer the following commercial benefits:

Provides assurance to stakeholders, customers and anyone else involved, that the event has been planned and implemented in a sustainable manner;

- Helps differentiate an organisation from its competitors, helping to win new business, improve reputation and brand image;
- Helps to reduce carbon emissions and waste and improve resource efficiency of the entire event supply chain; and
- Improves relationships with the employees, local communities, suppliers and other relevant stakeholders.

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.



CASE STUDY: The Maropeng Green Team

Their green team, established in 2007, includes representatives from different departments and they meet on a regular basis. The aim of the team is to ensure that they have a strategy for reducing the environmental footprint of the centre.

These include simple actions such as turning lights off at the end of the working day or ensuring that all waste is separated correctly so that it can be recycled. The septic tanks were replaced with a wastewater purification system to accelerate the breaking down of solids and to sterilise water.

Other green projects include biodegradable packaging and eating utensils, rechargeable torch batteries used by tour guides, conference notepads made using recycled paper, low-energy lighting and a variety of preservation efforts to protect indigenous fauna and flora in the area.

They are members of the Heritage Environmental Programmes, which requires on going monitoring and innovation.

"The biggest challenge is changing people's mindsets. It is also a matter of holding people accountable and responsible for their actions." – Zanomsa Zozi, Operations Manager at Maropeng

For more information visit: www.maropeng.co.za



Photographs © Maropeng





All the carpets that were used at Meetings Africa 2011 were donated to community projects after the event



Soweto Sewing Company makes products for events from recovered and recycled materials

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 and practices will contribute to leaving a positive legacy, but at the same time, specific activities can be initiated that highlight legacies related to the event. Obviously, larger events can leave a large legacy, but small changes can also contribute to a better future.

When should a greening expert be appointed?

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. Through the appointment of a greening expert you could avoid some costs, or ensure that savings are implemented.

High-impact areas for greening interventions

Event-greening practices (as outlined on pages 10 to 25) 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 (as outlined below) 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.

Venues and accommodation

Selecting a venue for the event, and ensuring that there is appropriate accommodation available, if required, is usually one of the first steps. 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.



The Peech Hotel in Johannesburg has implemented a range of sustainability measures, like installing solar geysers throughout the hotel, to ensure that they keep their footprint to a minimum.

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, grey water 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. Always ask for more information and documentation as proof:

- Check whether they have an **environmental policy** for their venue. 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.



CASE STUDY: Birchwood Hotel & OR Tambo Conference Centre

Birchwood currently holds a silver status with the Heritage Environmental Management Company.

Birchwood has put together a Green Team as departmental champions to ensure work towards receiving gold status. The team has named their programme “ ‘Ever Green’ ensuring greening efforts forever.

- Eco-friendly showerheads were installed in 200 newly built rooms.
- They installed 2000 environmentally friendly taps throughout the entire property.
- A ‘separation at source’ recycling programme has been implemented.
- Birchwood is also looking at:
 - replacing all the present lights within the Birchwood village with various LED lights.
 - replacing a number of inefficient old boiler and geyser systems with more solar systems or heat pumps. This will reduce Birchwoods reliance on coal based energy.
- Birchwood is also working with companies to explore ways to provide the hotel with a system to generate biodiesel from used cooking oil from the kitchens.

‘Birchwood is committed to minimise its impacts on the environment by actively reducing, reusing and recycling waste; reducing energy consumption and making use of alternative energy; promoting wise water usage; maintaining and growing the flora of the property wherever possible; creating awareness among staff, guests and visitors about environmental best practices; acting in a way to ensure that the operations will be as sustainable as possible.’

www.birchwoodhotel.co.za

- Check whether they have an **eco-procurement policy** in place that gives preference to environmentally friendly and locally sourced goods and services.
- 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 cost for your event.
- 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 the needs 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 and support that you could expect from staff members around greening issues.
- Check whether the venue is within **safe walking distance** from appropriate accommodation, local shops, entertainment areas, etc.
- 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 the venue is close to **public transport** connections.
- Check whether they use **biodegradable** and/or non-toxic cleaning chemicals.

- 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 48 and 49.

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

- Consult relevant legislation to ascertain whether any permission is required on National, Provincial or Local level. Relevant legislation could include Acts, Regulations and Local Bylaws (which range from noise control bylaws, to waste management, events management, outdoor advertising etc.), some of which are noteworthy as follows:
 - The National Environmental Management Act (NEMA, Act 107 of 1998) and associated Regulations, to determine what level of impact assessment is required, if any (due to the temporary nature of the event) as well as the need for an Environmental Management Plan (EMP).
 - The National Water Act (Act 36 of 1998) which pertains to optimal management of our water resources and determines use permission/requirements
 - National Environmental Management Waste Act, 2008 (Act No. 59 of 2008), which makes provisions around water and waste management.
- Engage the services of an Environmental Practitioner (EP) to assist with determining the need for environmental authorisations/permitting, to inspect the site to identify any sensitive areas and recommend aspects needing management (which can be drawn into an EMP). Consider keeping the EP involved during the planning stages of the event as they can really add value!
- Consider the compilation of an EMP; this is not only best practice, but displays leadership and commitment to hosting an environmentally responsible event and provides a sound basis for benchmarking and constant improvement.



Large outdoor events have the potential to impact negatively on the environment if not managed effectively

- Open-air events usually require the external sourcing of additional infrastructure and the arrangement of management systems, such as generators, portable toilet facilities, mobile kitchens, audio-visual equipment, waste sorting areas and more, that would normally be provided by a venue. There is also a requirement to ensure that the area is left in the same or a better condition than when you found it.
- During the planning and quote/tender stage consider the following:
 - Make subcontractors aware of the requirements of the EMP (as there may be additional items they need to cost for).
 - 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.
 - Request energy-efficient equipment, audio-visual and lighting equipment as well as consider other means of powering equipment (rather than off the grid i.e. wind turbine, solar etc.).
 - Logistics of the waste management and recycling equipment and infrastructure (e.g. placement, servicing and weather proofing thereof), 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.
 - Adequate provision and management (including manning) of fire-fighting equipment.
 - Fuel storage and management on-site, consider biodiesel instead of normal diesel for equipment.
 - Logistics of the wastewater control system for sewage, water or grey water (e.g. placement of storage facilities, servicing of units, reticulation and legal disposal thereof).
 - Erection of boundary fences and protection of demarcated areas i.e. camping sites, VIP areas, parking areas and the demarcated areas of sensitive vegetation/fauna.
 - Vehicles and machinery leaks, provision of drip trays and management of fuel spills.
 - Dust control, the need and methods.
 - Erosion control (due to water run-off or vehicle movement), prevention of vehicular movement on sensitive areas, control of run-off/drainage, management provisions and rehabilitation thereof.
 - Noise control – consider a noise impact assessment to determine generated noise levels and whether or not it falls within legally allowed noise levels.
 - Water management, sourcing and avoidance of excessive or wasteful use of water.
 - Dangerous goods/hazardous substances/fuel/flammable substances storage and handling.
 - Provision of ablution facilities in accordance with bylaws for public events and placement and servicing thereof, request toilets that are free of formaldehyde and other harmful chemicals.
 - Record keeping i.e. the need to keep Disposal Certificates for waste, sewage and grey water as proof of legal disposal.
 - Plans for removal of infrastructure and rehabilitation of disturbed areas post event.
 - Health and Safety, the need for emergency plans (including evacuation plan, fire and emergency spill response procedures).

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 National Minimum Standard for Responsible Tourism (SANS 1162:2011) was published by the SABS on 31 March 2011. This standard establishes specific minimum requirements for the performance of organisations in the tourism sector in relation to sustainability, and enables an organisation to formulate a policy and objectives, which take into account legal requirements and information pertaining to the impact of these requirements. When considering a venue or accommodation establishment, similar considerations need to be taken into account.



CASE STUDY: Valverde Country Hotel

Valverde Country Hotel believes it is time for businesses to take environmental responsibility seriously!

They are embracing the trend to go green and has already implemented quite a few green measures:

- They have a grey water recycling plant where all wastewater runs through a natural filtering system and is then collected in two dams. It can then be used for irrigation. This will reduce the overall water consumption.
- All the guest rooms and the kitchen use water from solar geysers.
- They recycle kitchen waste to make own compost. This enhances the appearance of the garden and improves the quality of the soil on their property.
- They recycle paper, glass and cans and thereby reduce their waste output.
- They have installed water saving devices such as low-flow showerheads and toilet flush diverters.
- Whenever possible, they buy their fresh produce from local farmers and give preference to those using organic farming methods.
- They use eco-friendly washing powder and cleaning products.

www.valverde.co.za



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:

Question	Yes	No
Do you have an Environmental Policy? If yes, please provide a copy.		
Are you a member of a green rating system such as FTSA, Green Leaf or Heritage? If yes, please provide information.		
Do you have an Environmental Management System (EMS) in place such as ISO 14000? If yes, 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, tins, plastic, paper and organic waste?		
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 re-used?		
Do you implement a towel and sheet- re-use policy for guests and is this clearly indicated in all of the rooms?		
Do you have low-flow showers and aerators on taps for guest rooms?		
Are all toilets water efficient (e.g. fitted with interruptible flush systems, small cisterns, displacement devices or if flushmaster type, then set optimally)?		
Do you have energy-efficient lighting such as CFLs (compact fluorescent light) 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 and billing process?		
Do you use eco friendly paper that is FSC approved with 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 (bicycle taxis)?		
Are you within safe walking distance of 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.
- **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.
- **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.





EACH COLOUR HAS A DIFFERENT MEANING:

GREEN - BEST CHOICE

The most sustainable choices from the healthiest and most well managed populations. These species can handle current fishing pressure, or are farmed in a manner that does not harm the environment.

ORANGE - THINK TWICE

Exercise caution when choosing these as there are reasons for concern, either because the species is depleted as a result of overfishing and cannot sustain current fishing pressure, or because the fishing or farming method poses harm to the environment and/or the biology of the species makes it vulnerable to high fishing pressure.

RED - DON'T BUY

Don't buy these species because they are either from **unsustainable populations**, which are collapsed and/or have extreme environmental concerns and/or lack appropriate management, or are **illegal to buy or sell** in South Africa (No sale species). Dealing in illegal species will result in prosecution. No sale species are reserved for recreational fishers, who need a valid fishing permit, may not sell their catch and must adhere to specific regulations.

Find out more about recreational fishing regulations and Marine Protected Areas on our SASSI mobi site at wwfsassi.mobi

SASSI participating restaurants and retailers

SASSI does not endorse participating restaurants and retailers, but is working closely with a number of key partners. To find participating restaurants visit our website or www.dining-out.co.za

Dining OUT

- **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.wwfsassi.co.za).
- **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 re-use:** 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 dispenser. Avoid unnecessary disposable items, such as plastic straws and plastic coffee stirrers.

Waste management:

- 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.
- A recycling system should be implemented in the kitchen for all the major waste streams, such as glass, plastic and tin, as well as organic waste.

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 grey-water can be re-used or disposed of responsibly.

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.



Innovative green interior design at Rocking the Gardens

- **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 re-used 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.
- **Give-aways:** 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.
- **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.



Clearly marked recycling bins help educate exhibitors and visitors

Waste management at exhibitions:

- 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 re-use 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 re-used 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.

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.

Share your green stories:

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. Keep the media updated with what is happening, including following up with results after your event.
- **Electronic media:** The internet and e-mail are powerful tools. Therefore, consider having an electronic marketing and promotion campaign. Use blogging, Facebook and Twitter 'realtime' 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.





'I used to be a Gauteng World Cup billboard'



Conference bags made from natural fabric

- **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.
- **Reduce:** Printing of marketing and promotional information for an event should be kept to a minimum as the first step of smart resource management.
- **Re-use:** Branding and signage should be designed and written in a generic way, so that they can be re-used for other meetings as well (i.e. do not date them).
- **Recycle:** If banners cannot be re-used for meetings, ensure that they are distributed to small businesses, which use the banner material to manufacture products such as handbags.
- **Delegate bags:** If a delegate bag or gifts are needed, ensure that these are produced locally. Choose natural rather than synthetic materials. Where possible, try to obtain bags made from recycled material, and make sure that they can be re-used 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 or stand 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.



- 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.

Some other things to take into consideration around transport are:

- **Flying:** When flying is necessary, suggest airlines with good environmental policies, and provide opportunities for travellers to offset their carbon emissions. Some airlines 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. The Gautrain gives easy access from the airport to main conference areas such as Sandton and Rosebank.

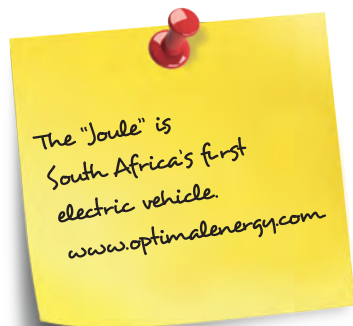


The Gautrain provides new opportunities for group transport to conference/ event organisers. The CSIR ICC works in conjunction with Gautrain to arrange special group transport for delegates/guests attending events at the Centre.

- **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.

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. It is non-toxic and reduces CO and CO₂ emissions by approximately 50% and 78% respectively.
 - 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.
- **Parking:** When allocating parking for large events, ensure that parking areas are created where they will cause the least damage to the natural environment.
 - **Eco-driving:** 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.



CASE STUDY: Misty Hills Country Hotel, Conference Center & Spa

The following are some of the innovative green interventions by this hotel:

Water conservation:

- Invasive trees, such as the Seringa and Blue Gum, are being removed as they consume large amounts of water and have a detrimental effect on the natural environment. The wood is chopped up and left to cure naturally in the sun for firewood.
- The water is extracted from the natural catchment area for use in the gardens, leaving the potable water for human consumption in the hotel.
- They have established a lemon orchard and herb garden for culinary use.

Energy efficiency:

- Day/night light sensors were installed in all outside areas.
- Air conditioners operated manually and air filters are cleaned twice a month.
- All the lights have been replaced with energy efficient lights, even the floodlights.
- Appliances are turned off in the rooms based on occupancy levels.
- Hot water cylinders and pipes have insulation to maintain heat. Hot water cylinders have timers to reduce the peak demand and thus save money.

Waste management:

- Water is provided in glass jugs for conferences instead of plastic bottles.
- Re-fillable soap and lotion dispensers are provided for guests in the rooms.
- Guest amenities in rooms are not replaced daily, but rather based on consumption and duration of stay.
- Paper, glass and plastic bottles are separated and collected for recycling.
- They have a comprehensive composting system, which is used in garden beds and pot plants around the property.

Eco procurement:

- Local products are used and acquired from local suppliers and vendors wherever possible, with 90% of all purchases done in bulk.
- Cleaning products are used in re-fillable containers in all hotel areas.
- All cleaning chemicals are non-toxic and fully biodegradable.
- Restaurant condiments (butter, jam etc.) are bought in bulk and served in portions.
- Staff are continually trained and reminded to switch off lights when not needed.

General:

- Guests are made aware of the efforts to save water.
- Furniture, wooden sculptures and ornaments on the property are made in-house from alien vegetation.
- Old railway sleepers have been used for furniture, doors and pathway lighting stands.
- The buildings are mostly thatched roofs contributing to natural climate control as well as minimising the visual impact on the environment.

www.mistyhills.co.za

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:

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



Audio-visual and information technology

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.

- **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.
- **Inform:** Provide staff training on energy efficiency, so that it is standard practice to switch off equipment when not in use.
- **Monitor:** Employ a power monitoring system to identify consumption peaks and levels.
- **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).
- **Efficient lights:** Encourage the use of LED lights, where possible; they are very useful for lighting effects, as they can change colour and some of them can also dim.
- **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.
- **Electronic:** Use the internet to disseminate information, rather than printing and distributing paper.
- **Video conference:** 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:

- **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.
- **Floristry:** If possible, use potted plants instead of cut flowers, as they can be re-used 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.
- **Re-use:** Choose decorations, carpets and signage that could be re-used 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 the wrapping of gifts 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 some animal skins.

Entertainment

- **Local is 'lekker':** Choose local entertainers so as to cut down on air travel, and support the local industry and ensure that entertainers are aware of the greening strateg..
- **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.
- **Noise pollution:** Consider how to reduce noise pollution when hosting an event with loud, continuous entertainment.

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.



Scan Display recently trained their staff to ensure that they understand greening practices and the process.

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.
 - Choose paper with a certified recycled content; print on both sides of paper, and format documents for efficient paper use, i.e. smaller font, margin, etc.
- 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.
 - 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.

Reduce, re-use 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. Make sure staff members understand the recycling system. Waste bins for paper should be 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 sale and use of disposable 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:

- Use local staff and 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.
- Ensure that staff shifts are planned according to available bus and train schedules.
- Choose an office space with natural light and ventilation when possible.

Registration

- **Electronic:** Preregistration, confirmations and correspondence with delegates/guests 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:
- **Re-use:** Conference participants should be provided the opportunity to return their name badges and bags once the event finishes. Badge holders can be re-used for community training programmes, and bags could be given to community schools.



RESOURCES

This section provides resources to assist you with additional information.

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 – 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 specific activity. 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 behavioral 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.

Global Reporting Initiative (GRI) Framework – a comprehensive sustainability reporting framework that is widely used around the world.

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.

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 (informally referred to as a rubbish dump).

Legacy project – the long-term effect of the event on its stakeholders and on infrastructure, environment, economy or society at local, national, and global levels. The most positive event legacy can be an enhanced infrastructure, environment, economy or society compared to the pre-event situation.

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 re-used 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

Education and Awareness

Buy Environmental

Environment

Food and Trees for Africa (FTFA)

Green Stuff

Life in balance

Project 90 by 2030

The Green Times

Urban Sprout

www.buy-environmental.co.za

www.environment.co.za

www.trees.co.za

www.greenstuff.co.za

www.lifeinbalance.co.za

www.90x2030.org.za

www.thegreentimes.co.za

www.urbansprout.co.za

Certification and Standards

Fair Trade in Tourism South Africa (FTTSA)

Fair Trade South Africa

Green Building Council of South Africa (GBCSA)

Green Leaf Eco Standard

Heritage SA

Imvelo Awards for Responsible Tourism

SA Bureau of Standards (SABS)

SA Sustainable Seafood Initiative (SASSI)

www.fairtourism.co.za

www.fairtrade.org.za

www.gbcsa.org.za

www.greenleafecostandard.net

www.heritagesa.co.za

www.imveloawards.co.za

www.sabs.co.za

www.wwfasssi.co.za

Recycling and Waste Management Services

Collect-a-Can

E-waste Association of South Africa (eWASA)

Glass Recycling Company

Greengetters Recycling

Mama She's Waste Recyclers

Moonprint Recycling

Open Sky Recycling

Pikitup Waste Management

Whole Earth Recycling

www.collectacan.co.za

www.ewasa.org

www.theglassrecyclingcompany.co.za

www.greengetters.co.za

www.wasterecyclers.co.za

www.moonprint.co.za

www.open-sky.co.za

www.pikitup.co.za

www.wholeearth.co.za

Energy and Transport Services

Energy Star

Renewable energy certificates (RECs)

Gautrain Commuter Information

Rey Vaya Bus Rapid Transit System – Johannesburg

www.energystar.gov

www.zarecs.co.za

<http://join.gautrain.co.za>

www.reavaya.org.za

Industry Associations and Forums

Event Greening Forum

Certified Meeting Professional (CMP) Network SA

Exhibition and Event Association of South Africa (EXSA)

Federated Hospitality Association of South Africa (FEDHASA)

International Festivals & Events Association (IFEA)

SA Association for the Conference Industry (SAACI)

SA Tourism Services Association (SATSA)

Technical Production Services Association (TPSA)

www.eventgreening.co.za

www.cmpnetworksa.co.za

www.exsa.co.za

www.fedhasa.co.za

www.ifea.com

www.saaci.co.za

www.satsa.com

www.tpsa.co.za

International Websites

Atmosfair carbon calculator

Global Reporting Initiative (GRI)

Green Meeting Industry Council (GMIC)

The Story of Stuff

UN Global Compact

www.atmosfair.de/en/home

www.globalreporting.org

www.gmicglobal.org

www.storyofstuff.com

www.unglobalcompact.org

