



# Event Greening Forum

## Management Committee Meeting

25 April 2012, Sandton Sun

### In attendance:

Justin Hawes (JH) – Scan Display (chairperson)  
Pippa Walker (PW) – EGF administrator (scribe)  
Grace Stead (GS) – Steadfast Greening (vice-Chairperson)  
Pearl Mohapi (PM) – Gauteng Tourism Authority / Kopanong  
Adene Pringle (AP) - SAACI  
Bernard Sebothoma (BS) – SA Roadies  
Itumeleng Motswaledi (IM) – SA Roadies  
Sue Gannon (SG) – EXSA  
Gill Gibbs (GG) – Concept G  
Helen Brewer (HB) – CMP Network SA  
Andile Ncontsa (AN) – Litha Communications  
Janet Landey (JL) – IFEA Africa

### 1 Welcome

1.1 The new Management Committee was welcomed.

### 2 Apologies

2.1 Tiffany Reed – TPSA

2.2 Greg MacManus – has not been confirmed as a representative of Fedhasa and therefore felt he should not attend in that capacity.

2.3 Michael Tatalias (SATSA) has been unable to attend the last few meetings. JH voiced a concern that if a Founding Member representative is unable to attend then they must send someone else from the association in their place. PW to follow up.

PW

### 3 Minutes of previous meeting

3.1 When PW sent out the minutes she requested membership be pro-rata quarterly. This was accepted by everyone on the condition that it is only done in the first year of joining the EGF, and not for the subsequent annual renewal of fees thereafter. The minutes of the previous meeting, held on 29 February 2012, were accepted.

3.2 The minutes of the AGM were confirmed to be correct.

#### 4 Conflict of interest

- 4.1 JH proposed this point on the agenda was only relevant when we had the interim committee. However GS said it is a good opportunity to raise concerns and promotes transparency.
- 4.2 GS indicated that she will be offering event greening training in her personal capacity as Steadfast Greening in Cape Town on 29 May 2012 and would like this to be noted by the Management Committee.

#### 5 Membership

- 5.1 **Growth:** We currently have 11 paid up members and 7 pending. Geneveve Walker from Steadfast Greening has been assisting with targeted calls to hot leads, and this has been effective in encouraging more sign-ups. Other suggested ways to boost growth include:
- drawing up the benefits statement
  - hosting activities and events
- 5.2 **Discounted Membership:** HB suggested the CMP could actively promote membership if there were special benefits available to the CMP Network SA members, such as a discount on the Individual Membership fees.

It was decided this is a good strategy and should be available to all members of a Founding Member association as outlined below:

- 20% discount on individual membership if the individual is a member of a Founding Member Association in their personal capacity.
- 10% discount on the other (company driven) memberships if the company is a member of a Founding Member Association.
- This is a once off discount; regardless of how many associations the applicant is a member of and is valid as from 1 May 2012.
- The Founding Member Associations are required to actively promote the EGF membership and need to confirm if an applicant to the EGF is a member of their organization to allow them to benefit from this discount.

SAACI membership has individual representatives at each member company, but it is unlikely they will join in their individual capacity. It is more likely the company will join, which negates problems that would arise when individuals move to different companies. CMP is likely the only association that will attract Individual Members to the EGF.

The EGF application process already requests proof of membership to other associations so will be easy to check before giving the discount. Will also run

PW

ALL

past the associations to confirm membership is up to date. Unfortunately existing members miss out on this.

- 5.3 **Subsidies:** PW suggested that we offer a discount for those SME's who cannot afford membership to include them, as this speaks to the greening principles of social upliftment.

GS suggested that this be considered on an ad-hoc basis and that any SME who would like to receive a subsidized membership should submit a motivation as to why they would like to have this and what they can contribute to the EGF.

An alternative is to include them onto the supplier database (as discussed under point 6). This proposal was accepted and any applications need to be submitted to PW.

- 5.4 **Northern & Southern Teams:** When EGF began it was initially driven by the Northern and Southern Forum's, but these fell away when the interim Management Committee was set up and the focus was on restructuring the EGF. GS would like to restart the Southern teams, so they can organize activities on the ground on the behalf of the Management Committee whose role is more high-level strategy. This will also help include the Cape Town membership base who is otherwise isolated from the action.

SG asked if there is scope for a Durban Team, but it was felt that there currently there is no one there who can drive it.

Caution was made that the teams' role is clear and distinguished from the Management Committee, and that they are seen as sub-committees or parts of the whole brand and not separate to the brand. (This is why the label 'Northern and Southern *Teams*' was chosen, instead of 'Northern and Southern *Forums*' which was the label used in the past).

GS agreed to run with the Southern Team to see how it goes for now. The first meeting is planned for the 8 May 2012 at the Vineyard Hotel in Cape Town at 14:00 and the purpose is to get buy-in and support from local members. Representatives from the Founding Member Associations are invited (PW to arrange) as well as other interested parties. Minutes of the meetings will be uploaded to the 'Committee' tab on the EGF website to allow for transparency and active participation. PW to attend if required.

- 5.5 **Use of logo:** is reserved for members only. HB noticed the EGF logo on three non-member websites – Kadoro, Complete Exhibitions and Gallagher. PW to write a letter requesting they become paid members in order to use the logo.

## 6 Supplier database

- 6.1 The EGF initially had a Supplier Database, with free listings. Applicants had to complete a form which included questions designed to ensure they met some basic compliance to being 'green'. It was agreed that the concept of a supplier database will add value to the Forum and encourage use of the website.
- 6.2 It was decided to reinstate the supplier database on the website using a similar application form, with:
- all EGF members being automatically included on the database (except students) at no additional cost;
  - option for non-members to be listed for an annual fee of R100 (which we can review the cost at a later date depending on uptake);
  - to offer some protection against greenwashing complaints, we will include the same disclaimer we had before which indicated the EGF does not endorse the listed suppliers, and for the public to notify us if they find a listed supplier to be in contravention of the EGF code of ethics and code of conduct; and
  - that we do a marketing drive as soon as this is in place to promote the supplier database to all relevant suppliers.

PW

GS &  
PW

## 7 Marketing

- 7.1 **Media partnerships:** The EGF was approached by The Event to be a media partner. Pros = guarantee of X amount of coverage, cons = limited to one partner. This limitation was questioned, and it was suggested we could have multiple media partners – e.g. EXSA has three.

ALL

It was suggested that we ask different media to propose what they can offer and what they would like in return. We can then evaluate these and choose. Suggested we not only focus on event industry publications, but also 'green' publications. GS and PW to compile a call for proposals, which can be sent to interested media partners.

- 7.2 **Website:** Analytics show we had 408 visits in March. Need to grow this, but it does take time. All to ensure links from their websites to the EGF website.

GG suggested the website is a bit too cluttered; need to make it more accessible for busy people, quick access to info in a one page and easy to use format. JH cautioned it is a resource rich website so must not over-simplify too much.

PW

GS has written a page on 'Sustainable Event Management' on Wikipedia,

ALL

and included lots of 'event greening' references and links to the EGF website with the aim to increase traffic.

PW indicated that we now have a banner on the website which we can use to promote events, existing members, etc. Suggested we use this for existing members who miss out on the 10 – 20% discount of being a member of a Founding Member Association. SG said EXSA has a rolling banner on their website for new members which gives nice exposure.

7.3 **Newsletter:** going out every two months, if there is sufficient content.

## 8 Strategy

AN excused himself, but first posed the question: 'What are our strategic goals and objectives for the year so that we know what the committee is working towards?' Each committee member also needs to identify where they can contribute.

JH proposed we draft something and share via email. It will be a remote planning session, but important to make a start as soon as possible. In retrospect it would have been good to kick off with a strategic planning session for the year ahead.

## 9 Events

9.1 **Regional greening initiatives:** JH and PW met with Joburg Tourism, and would like to include a rep at the EGF meeting, much as PM has been present to represent GTA.

PM – has spoken to Nonny and Vuyo to step in as representatives from GTA. However we still want PM to be involved in the Management Committee and will write a letter to her employer (Kopanong) about this. PM asked PW to chase up with Nonny and Vuyo about representation from GTA.

It was suggested that we arrange similar meetings with Erkhuleni and Tshwane, in tandem with SALGA. This will at least put us on the map in Gauteng and encourage greening initiatives.

EGF has also been present at two stakeholder engagements with the National Convention Bureau. It will be good to link up with the NCB to ensure that greening is high on their agenda. JH to consider the best way to approach Amanda at the NCB.

GS agreed to follow up with similar initiatives in Cape Town.

JH &  
GS

PW

JH &  
PW

JH

GS

JH

ALL

9.2 **Tourism Indaba 2012:** JH will ask GM if he will be at the show and if there are any platforms where he can do something on the behalf of EGF.

9.3 **Markex 2012:** Through a trade exchange the EGF has a stand booked for Markex at the Sandton ICC from 12 to 14 June. We will reuse existing stand. Also have a slot booked at the Unique Speaker Bureau and would like to do something on 'Greenwashing'. All Founding Members to consider how they can support and be involved in this event. Please provide feedback to PW.

JL &  
PW

PW

We were thinking of also offering event greening training at the show. However everyone agreed that because people are usually extremely busy at shows there is a tendency to not have time for something like this. GS may still offer training at a date close to Markex, but not as part of the show.

PW

JL suggested we needed to do something really eye-catching and different. She has contacts for the body-painting artists, which we would use. JL to supply PW with the contact details and help with arrangements.

GS

In terms of greening at the show – PW is talking to Specialised Exhibitions about recycling at Grand Designs. If this works, roll out at other shows will be easy. There was a reluctance to do the Green Deposit because of the time it required to manage and monitor the process.

Also was idea of including 'EGF member' sticker on fascias of exhibiting members. PW to follow up with Specialised Exhibitions about this.

## 10 Training

10.1 **EGF training guidelines:** Sent out previously. Only comment was that JL felt that we should align it with the existing unit standards, as this would be an advantage to those people who do the training. GS to review and send out amended guidelines for final approval.

PW

10.2 **EXSA Awards judging:** EGF is drafting Green Awards on the behalf of EXSA, for stands and for exhibitions. As site visit judging is part of the criteria, PW did not feel they would be ready to implement this year. JH then suggested this year we do judging retrospectively, so we can still have the Green Awards at the end of the year's EXSA Awards evening. We can then include site visits as part of the judging in the future. It was agreed that the EGF is willing to do the judging on the behalf of EXSA and PW was requested to provide feedback from EGF to EXSA at their next board meeting.

GS

GS

10.3 **Get Smart:** GS has spoken to Get Smart (an online training agency working in partnership with UCT), and they are keen to join EGF if we will promote their greening training module. Will use same mandate as discussed under 10.1

above. GS was asked to follow up and get clarity around what it includes (ie only greening or endorsement of full course).

- 10.4 **Cape Town Event Greening Training:** GS indicated that she will offer Event Greening Training in Cape Town on 29 May 2012 and requested that this be endorsed by the EGF. She will implement it in line with the draft guidelines and provide information about the EGF. She also intends to provide CMP Clock Hour Credits for this course and a certificate of attendance with the EGF logo. She requested that this be marketed by the EGF and she will provide a 10% discount to EGF members.

PW

## 11 Green promotional gifts

HB feels this is a lucrative market, but 'green' promo gift items are far more expensive than 'non-green'. We need to access the market. JH suggested we include these on our Supplier Database – PW to contact Theresa from SARCDCA for a list of suppliers.

## 12 Finance and Legal

The EGF is now registered as a Non Profit organization, but it was proposed that we also consider registration as a Public Benefit Organisation (PBO).

HB pointed out the EGF's 2011 Financial Report does not include all of our costs – manpower and resources (e.g. PW's time). She said a big thank-you to Scan Display for this support.

JH responded that he sees Scan's support as an interim measure and the intention is that the EGF will be a completely independent entity in two to three years. In the meanwhile this support is required and he is willing to assist where needed. JH added that Lousi Nel's time and effort for the EGF also needed to be acknowledged. The money we have paid to him only reflects a small portion of the actual value of what he has given to the EGF. His services have definitely been worthwhile to the EGF and we need to thank him for this.

GS &  
PW

## 13 Any other business

GS said there is a need to case studies from the industry, so we have good baselines. PW is guilty of not contributing case studies, and suggested a template doc might help encourage people to do this.

JL

## 14 Next meeting

The next Management Committee meeting will be held on Monday 28<sup>th</sup>

May, 10AM-12PM, at the Sandton Sun. GS will not be able to attend in person but will Skype in to the meeting.

JL will also send the Google meeting planner, as a tool to use going forwards, as it really helps ensure meetings are scheduled for a good time for everyone.

Minutes accepted as correct on .....at .....

.....  
Chairperson

.....  
Seconded