

Event Greening – Sustainably hosting the ICLEI World Congress 2006

uCarbon iKhayelitsha - climate change, carbon and Kuyasa

It has been estimated that air travel could contribute up to 10% of global warming (www.atmosfair.de) and with over 500 delegates flying into the ICLEI World Congress 2006 in Cape Town this will directly contribute to climate change through air travel.

Climate change, initially just a concept, is fast becoming a reality and an issue that is now the topic of international conferences, workshops and studies. Interest in the subject has peaked as the negative impacts and effects of climate change are seen and felt around the world. Significant changes in the earth's atmospheric systems are causing hurricanes, floods, droughts and other climatic events to occur that may endanger the lives of people and animals as well as threaten biodiversity. It has been accepted that climate change is a naturally occurring trend. However, due to the rate and intensity at which it is occurring and has been over the past 50 years, it has been suggested that people and their activities are major contributors to this phenomenon.

Each year, major environmental damage is caused by the release of carbon dioxide (CO₂) emissions into the atmosphere, leading to a slow increase in the earth's temperature, known as global warming or the greenhouse effect. The emissions are mostly produced through the burning of substances with high carbon content such as coal, oil and gas. Global warming is the aspect of climate change that is responsible for many of the natural disasters we see today. Compounding the problem are the CO₂ fumes resulting from air travel.

Thousands of delegates attend international conferences and events every year and this contributes directly to climate change. As part of the greening of the United Nations World



Kuyasa Low-income Urban Housing Energy Upgrade Project, Khayelitsha

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ICLEI
Local
Governments
for Sustainability



Summit on Sustainable Development (WSSD) held in Johannesburg in 2002, delegates and organisations were asked to offset their summit-related carbon emissions by purchasing climate legacy certificates as part of the Johannesburg Climate Legacy (JCL) project. The funds that were raised from this initiative were invested in carbon-reducing sustainable projects in South Africa. The overall goal was to invest in enough projects to reduce the same amount of carbon emissions produced by travel to and from the event, operating venues and event activities at the summit. The JCL was very successful in creating awareness around the issue of climate change and personal responsibility of delegates at the event.

The ICLEI World Congress 2006 has been organised by the host city, Cape Town, in such a way that, where possible, the consumption, pollution and destruction of natural resources has been reduced, damage to the local and global environment has been prevented and the negative impacts on local inhabitants have been avoided.

In May 2005, the ICLEI Executive Committee decided that 'whenever CO₂ emissions cannot be avoided for all ICLEI events and business trips, respective compensation payments will have to be made' (www.iclei.org). This is in line with the ICLEI Climate Legacy (ICL) project, which endeavours to reduce the negative environmental impacts of ICLEI events around the globe.

For the 2006 World Congress, this carbon offset payment has been included in the congress fee and has been calculated according to the conference participants' average distance travelled by region based on the calculations of www.atmosfair.org. All of the international ICLEI meetings over the last 18 months have levied a carbon tax which will be added to this, and the funding raised through this initiative is intended to provide compensation for the CO₂ emissions resulting from related air travel. This funding will go towards the financing of an internationally recognised local Clean Development Mechanism (CDM) project in Cape Town, known as the Kuyasa Low-Income Urban Housing Energy Upgrade Project or simply the Kuyasa CDM Project.

Kuyasa is a low-income settlement in Khayelitsha where the houses – subsidised through a government housing development programme - are on average 30m² in size. The Kuyasa CDM Project is implemented through the City of Cape Town and South-South North and it began its pilot study phase in 2002. This entailed retrofitting ten existing structures (eight homes and two crèches) with solar water

heaters (including showers, hot taps and drains), ceilings with insulation and energy-efficient lighting in the form of compact fluorescent light bulbs (CFLs). This initial phase was to demonstrate how CO₂ emissions and other greenhouse gases could be reduced through providing energy-efficient or cleaner development technologies. This provided access to affordable alternate energy and an improved quality of living for these households, along with additional benefits such as better health, economic savings and convenience of use. It also provided employment opportunities to the surrounding community during the implementation phase of the project.

Given the South African government's further housing objectives, as well as the delivery it has thus far achieved, the project has amazing replication potential, both for retrofit as well as 'greenfield' developments. Currently, one of the main barriers to implementation is the prohibitive cost of the solar water heaters as their diffusion into the market is rather small and the economies of scale consequently



Elsie Tabalaza - Proud Kuyasa CDM project participant

TECHNICAL TOUR

Participants will have the possibility of visiting the Kuyasa CDM Project in Khayelitsha during the World Congress as part of the Energy and Climate Change Technical Tour and the Responsible Tourism Tour, but seats are limited. For more information about the technical tours see the ICLEI World Congress 2006 schedule or visit: www.iclei.org/worldcongress2006

do not make for very competitive pricing. Once greater diffusion has been achieved, the replication potential is likely to expand.

In South Africa, as in many other countries, industry is a heavy user of energy. However, one should not underestimate the high energy usage of homes. Through retrofitting houses with improved building insulation, better heating appliances (such as solar water geysers) and energy-efficient lighting, it has been estimated that up to 75% of household energy-use could be saved.

The Kuyasa CDM Project has been registered with the UNFCCC and has already been validated by international non-governmental organisations against the Gold Standard methodology for CDM projects, thereby being directly acknowledged for its contribution to sustainable development and in the process receiving much-deserved international recognition.

The next phase of the Kuyasa CDM Project due to begin shortly, will lead to project implementation, whereby a total of approximately 2 300 houses in Kuyasa will be retrofitted along with a complementing public process in terms of community training and education. The project monitoring is expected to run over a 21-year period and it is believed that during that time the outcome will indicate significant reduction in CO₂ emissions.

Renewable energy has the potential to play an important part in the drive for cleaner energy production, biodiversity conservation and poverty alleviation, but there needs to be greater political and personal will for this potential to be fully realised. It is projects such as Kuyasa, to which you as an ICLEI delegate have contributed, that make a difference not only to the local community, but also globally and it is representative of the international commitment to decrease greenhouse gases and thus slow down the effects of global climate change.

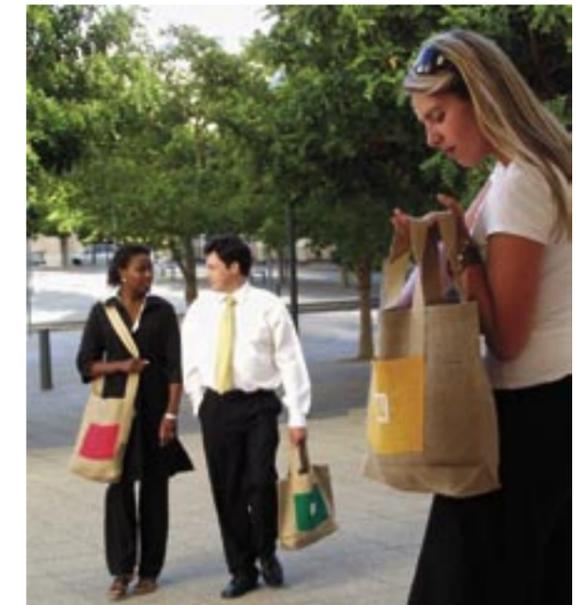
Making the right decisions...

You have arrived in Cape Town for the ICLEI World Congress 2006. A shuttle service probably took you from the airport to your hotel or the conference centre. You most likely have received a conference bag that contained information regarding the Congress and Cape Town. You decided to have a look around the conference venue (CTICC) and you noticed the Ubuntu Market with all the exhibition stands, the place where everyone can come and share ideas, products, knowledge and new initiatives. Then feeling a little hungry you made your way, noticing the recycling bins as you passed, towards the food court for a bite to eat.

All the goods and services that play a central role in the organising and management of the event, from the shuttle service to the hotel you are staying at, from the Ubuntu Market to the recycling facilities and the food at the conference centre, have been sustainably procured, i.e. acquired / supplied / purchased. You may be wondering what exactly we mean by this. In short, sustainable procurement can be described as green purchasing - a procurement process to which the principles of sustainable living have been applied and incorporated.

This process relates to the purchase, provision and production of a service or product in such a way that a better and more sustainable pattern of production and consumption is supported.

Sustainable or green procurement is one of the most important aspects involved in effective event greening. This is achieved through selecting suppliers that have demonstrated that the products and services used



Conference bags made by Township Patterns

during the event have minimal negative impact on the environment. This is achieved through ensuring that the relevant suppliers have demonstrated that the products and services used have been produced and supplied in an environmentally friendly way and that the products and their packaging have a maximum reuse and/or recycling potential to help reduce waste.

It is important to note that sustainable procurement is not only concerned with the environment, but also tries to encourage and promote the sourcing and utilisation of local goods and services. This involvement of local people in the procurement process stimulates local economic development and ultimately leads to job creation – an area of priority in South Africa and a strategic objective for the City of Cape Town.



A plastic recycling initiative

At the same time it avoids the trap of small savings in expenditure whilst incurring the irreversible impact of long distance transportation.

As part of the greening process the event management company of the conference, Global Conferences, had to take into account that the costs of the products and services chosen reflected both the monetary cost, as well as the cost to society and the environment, ideally selecting those committed to the principles of sustainable development.

The aims of the sustainable procurement initiative for the congress are to lower the negative environmental impact of the event, enhance social development and support local economic development. The following sustainable procurement preferences were taken into account for the ICLEI World Congress 2006:

- Purchase of reusable products which assists with waste reduction and saves on cost, such as the Cape Town exhibition at Ubuntu Market.



Fairtrade handwork from Kidspoz

- Purchase of goods with minimal packaging (bulk or reusable packaging).
- Purchase of fair trade products, for example the Rooibos tea served during the tea break is from the Heideveld Co-op just outside of Niewoudville, which is a registered fair trade producer.
- Purchase of food from organic sources where possible such as Reyneke's wines.
- Purchase of locally manufactured fair trade goods such as your conference bag from Township Patterns.
- Selection of venues (hotels, conference facilities) that operate energy and water-efficient systems, and contribute to local economic development, such as the CTICC and hotels participating in the greening programme.
- Selection of venues (hotels, conference facilities) accessible via public transport or within walking distance from each other, such as the ICLEI recommended hotels and CTICC.
- Selection of transport service providers (buses, airport transfer) that are well managed and where possible, use vehicles with alternative fuels and technologies that minimise energy consumption and pollution.
- Purchase of renewable energy for the conference to reduce the negative impact of electricity produced through processing coal.

'GREEN' RATE US!

We are keen to get feedback from the delegates about the greening of the conference and welcome any suggestions or comments. Feedback will help us to learn from mistakes so that we can do it better next time. Our next 'Going Green' issue will include comments from the delegates, so please make your voice heard!
– The Green Team

Green procurement, although often associated with large-scale purchasing, can also be applied at the individual consumer level and as such has many benefits across a broad scale. It has the potential to change people's and companies' behaviour through making them re-assess their choices of goods and services. It also is a very effective method of reducing resource consumption, minimising waste and pollution, as well as promoting environmental and social responsibility and best practice.

In addition to this, green procurement is cost-effective and promotes local economic development. Through taking such actions as the ones that were addressed for the ICLEI World Congress, organisations and individuals can apply pressure to industry, stimulating demand and a market for green products and services produced and delivered in a sustainable way. This in turn will make them cheaper and more widely accessible, while at the same time encouraging industry to develop innovative solutions to meet environmentally and socially responsible criteria. Considering the potential of green purchasing and its prospective contribution to the local economy through

the preferred purchasing of local products and services, it is therefore not surprising that there is increasing pressure from consumers, clients and government for both the private and public sector to implement sustainable procurement procedures. If supported by government and the public sector, sustainable procurement can be an effective instrument for the promotion of social change and corporate social responsibility (CSR). There is, however, still a gap when it comes to information on appropriate products and services, with a need for information to be readily available to consumers, the public and private sector.

One question remains: How can sustainable procurement enable change of current procurement trends on a large scale? It has proven to be successful on a small scale, as has been illustrated through the ICLEI World Congress, but how do we take it further to ensure that the transformation takes place? The answer to that lies in the hands of the delegates, the hotel managers, the conference organisers and each person involved with planning or attending large-scale events to promote the success and implement event greening!

Walking a tight rope

When Sir Francis Drake circumnavigated the globe in 1579-80, he called it the 'fairest cape in all the world' and over 400 years later it is still being claimed to be fifth (and first city) on the list of '50 places to see before you die' (BBC Travel, 2002) and was voted Favorite Foreign City (UK Telegraph, 2004).

The City itself has a population of approximately 3,15 million people with an annual population growth rate projection of approximately 3,5 %. In Cape Town 'urban' and 'natural' worlds share a tenuous interface. Table Mountain is located in the heart of the City, and is bordered by business and residential areas. It is home to fynbos, the main component of the Cape Floristic Kingdom, which was inscribed on UNESCO's World Natural Heritage List in 2004 for its unique flora and fauna. The Cape Floristic Kingdom is the world's richest, and geographically smallest floral kingdom (covering only 0,04% of the earth). Some 9,600 species can be found in an area the size of Portugal, 70% of them endemic, while 1,406 are listed in the World Conservation Union's (IUCN) Red Data book of endangered species (i.e. species listed as Endangered, Vulnerable or Rare).

The metropolitan region also has no less than two biosphere reserves – Kogelberg, just to the east of the City, and the West Coast Biosphere Reserve. With a sensitive environment on the one hand, and a bustling tourism economy and the physical stress of development on the other hand, the City of Cape Town has been exploring ways to balance the conservation of our natural environment, manage our social environment and ensure and maintain economic growth. After extensive consultation with stakeholders, the



A wind turbine in Cape Town

City of Cape Town now has a policy to ensure that the people of Cape Town can derive the greatest benefits from the environment, whilst ensuring its survival for future generations. The City of Cape Town's overarching environmental policy is the Integrated Metropolitan Environmental Policy (IMEP) which was adopted by the City of Cape Town in October 2001 and contains a vision for the environment of Cape Town in 2020, general policy principles, methods of implementation and 15 sectoral approaches (environmental governance, safety and security, environmental education, environmental health, economy, waste, energy, transportation, infrastructure, urbanisation and housing, cultural heritage, fauna and flora, landform and soils, water resources and air). Eight detailed sectoral strategies, including energy and climate change, have further been identified for implementation in the short term.

IMEP aims to be implemented at the highest level of local government, linked directly with the City's Integrated Development Plan (IDP), and is a statement of intent, a commitment to certain principles and ethics and to the development of sectoral strategies which will detail goals, targets, programmes and actions needed to ensure sustainable resource use and management of this unique environment for the benefit of all communities.

Tourism plays an important role in the local economy, with international visitors estimated to exceed 2,5 million people by 2013 and these people are expected to spend over R34 billion while in SA. Cape Town's location, existing infrastructure, as well as its natural resources, have added

to its competitive advantage in hosting hallmark events, such as annual festivals, sport, socio-political and economic related gatherings, which have short and long term spin-offs in both the hospitality and tourism industries. Although no cost benefit analysis has been done on the impact of both tourism and hallmark events on the City, it is realised that apart from the economic benefits, there are also impacts on the City's natural resources and environment. It has become evident that the City of Cape Town's IMEP would need to be expanded to address issues such as event 'greening' and cleaner production specifically in the tourism and hospitality industries, in order to ensure the long-term benefits to both the environment and the industry.

Policy development¹ in this regard is currently following a bottom-up approach and is led by projects on the ground. To this end the City of Cape Town has embarked on promoting event greening and sustainable procurement principles within the City. Cape Town's City Energy Strategy Conference held in 2003 initiated the implementation of greening principles and even levied a carbon tax to offset the carbon emissions created through the conference. A waste minimisation campaign, Waste Wise, has also been established with a component focusing on large-scale events in the City, i.e. the Argus Cycling Tour, J&B Met, the Two Oceans Marathon and others.

¹ It is anticipated that policy development will also include the industrial, commercial and government sectors.



Balancing between a sensitive environment and a growing city

It is imperative that the negative impacts of these large-scale events are minimised.

As host of the ICLEI World Congress 2006, the City of Cape Town has also initiated the development and implementation of a greening strategy for the conference. This has included the development and implementation of greening principles specifically relating to the management of the event, a hotel greening programme to audit and assist the hotels hosting congress delegates, as well as promoting event greening as an important aspect of sustainable development within Cape Town.

Training and transforming

'Sustainability' is the new buzzword that is at the centre of debates, conferences, discussions and articles. To numerous people, however, a buzzword is all it remains – a term they read about, but which has very little meaning in their personal or professional lives. The real significance of sustainable development is only truly realised once a person learns how to practically apply it to his or her everyday activities.

Applying knowledge leads to change and the value of education and awareness-raising cannot be underestimated. It is through these means that people are made aware that choices exist and are then equipped with the knowledge to make responsible decisions. If people learn about greening – what it is, why it is important, that there are green options available and what difference they themselves can make – then they are empowered to make different choices and change their behaviour accordingly through simple actions such as recycling or using energy-saving light bulbs.

The idea of greening the ICLEI World Congress 2006 was a completely new concept not only to several of those involved in the management and implementation of the conference, but also to the service providers, the exhibitors and many of the conference participants. In order for there to be support for the greening process and an understanding of its underlying principles, training workshops were set up for those managing and organising the ICLEI World Congress 2006. Topics such as sustainable development, event greening, environmental and social best practice and related issues were discussed in an interactive and personal way. ICLEI Congress participants are also provided with information through newsletters, the ICLEI website, project tours and discussion groups relating to the greening of the congress and other related topics.

There is an interesting phenomenon that arises from the learning process that shows that once the seed of a concept is planted, there is a thirst for more and more information.

An awareness raising strategy and training programmes have been essential to ensure responsible and appropriate implementation.

The best practices and lessons learnt from the project mentioned above will inform policy formulation in the City of Cape Town, aimed at managing tourism and hallmark events responsibly and to ensure that Cape Town derives economic benefit and remains a sought after destination, whilst ensuring the survival of its environment for future generations.

It is from this cultivated inspiration that one often observes the occurrence of the ripple effect. For example, once a respected member of the event management industry demonstrates their willingness to commit to being environmentally and socially responsible, their commitment should have a ripple effect. This has the potential to cause changes throughout the industry. The changes then trickle down to suppliers and manufacturers and so on, all the while directly and indirectly encouraging innovation and creativity along the chain, both on a personal and professional level.

Through effective training, marketing and public relations, it needs to be made clear to industry and government and therefore to the public, that by adopting cleaner and greener ways of doing things, value is added to the business, product or service; costs are lowered and corporate and government image and marketing potential are enhanced.

For the City of Cape Town, such changes and advancements involving cleaner production technologies, recycling awareness and local sustainability strategies, as well as more responsible behaviour, have the potential to become a lasting legacy to the City itself and also to South Africa.

The ICLEI World Congress 2006 has, through its Ubuntu Market, created an environment in which the free exchange of ideas, knowledge and experiences around sustainability is encouraged.

The City of Cape Town exhibition stand has information available that discusses the greening of the Congress and other related topics, for example successful local initiatives and projects where sustainable development principles have been accepted, practised and filtered down into the communities.

PHOTOGRAPHS: All photographs courtesy of Bruce Sutherland and SouthSouthNorth.

Glossary

Carbon Market is a popular but misleading term for a trading system through which countries may buy or sell units of greenhouse gas emissions in an effort to meet their national limits on emissions, either under the Kyoto Protocol or under other agreements, such as that among member states of the European Union. The term comes from the fact that carbon dioxide is the predominant greenhouse gas and other gases are measured in units called 'carbon-dioxide equivalents'.

Clean Development Mechanism (CDM) is a procedure under the Kyoto Protocol under which developed countries may finance greenhouse gas emissions-avoiding projects in developing countries, and receive credits for doing so, which they may apply towards meeting mandatory limits on their own.

Climate change refers to the variation in the Earth's global climate or regional climates over time. These changes can come from internal processes, be driven by external forces or, more recently, be caused by human activities. It includes the average rise in surface temperature known as global warming.

Event Greening is a process of implementing an event in such a way that it reduces the consumption of natural resources, avoids damage to the local and global environment, protects biodiversity and human health, reduces waste to a minimum, takes ecological, social and economic aspects into account for future-oriented city development and offers sustainable development options to the local people, their environment and economy.

Fair trade contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalised producers and workers - especially in the South. It identifies products that have been manufactured or grown in a fair manner.

Greenhouse gases (GHGs) are the atmospheric gases responsible for causing global warming and climate change. The major GHGs are carbon dioxide (CO₂), methane (CH₄) and nitrous oxide (N₂O). Less prevalent, but very powerful greenhouse gases are hydrofluorocarbons (HFC), perfluorocarbons (PFC) and sulphur hexafluoride (SF₆).

Global warming refers to an increase in the average temperature of the Earth's atmosphere and oceans. This is a result of a strengthened greenhouse effect caused by man-made increases in carbon dioxide and other greenhouse gases, through the burning of fossil fuels and deforestation.

The Kyoto Protocol is an international agreement standing on its own, and requiring separate ratification by governments, but linked to the United Nations Framework Convention on Climate Change (UNFCCC). The Kyoto Protocol, among other things, sets binding targets for the reduction of greenhouse gas emissions by industrialised countries.

Retrofitting is the amendment of buildings and fittings to make them more sustainable such as changing normal light bulbs with CFLs, or using low flow taps that manage water use.

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

Sustainable procurement or green purchasing relates to the purchase, provision and production of a service or product in such a way that a better and more sustainable pattern of production and consumption is supported.

Greening of ICLEI 2006

An astronaut will assert (and it's true)
that from space, our planet is stunning and blue,
but this beauty, dear Delegate, is under threat,
a threat that's as certain as water is wet –
we all are consuming much more than our share
and in that, we're failing our burden of care -
dismissive, it seems, of the heritage we
should preserve, for those who will follow, to see.

Just as every journey begins with one stride
but with time and with effort, spans a chasm quite wide,
so too we must move to reduce our effect
on the earth and its treasures – we have to elect
not to waste, or expend, or consume without need.
To refuse would equate to environment greed!

In this spirit, the conference has, in your stead
embraced Event Greening quite widely – that said –
we hope you'll enjoy our fair Cape whilst you're here
and wish you a happy, sustainable year!

WOUTER ROGGEN

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