

### **GREENING THE ICLEI WORLD CONGRESS 2006: EXHIBITORS MANUAL**

Dear Exhibitor,

The ICLEI World Congress 2006 is going to be a green event. This entails hosting the event in a responsible way by making environmentally, socially and economically responsible decisions when organising, managing or participating in such an event.

#### **Why do we want to green the ICLEI World Congress 2006?**

Over 9000 international meetings are held globally each year and about 20% of these are on a significant scale which involves over 1000 participants. Therefore, as you can imagine, when large numbers of people gather for an event, the host city, country or area experiences a great increase in demand for natural resources (e.g. water and energy) and additional stress is placed on the surrounding communities (e.g. waste and pollution). Some of this impact is positive, usually translated into economic benefits; however these benefits are often accompanied by negative environmental and social impacts. This is where event greening comes in because it has the potential to reduce the negative impacts that the event has on the host region. In other words, event greening contributes to the maintenance of a healthy environment capable of meeting resource demands in the future.

On another level, it is acknowledged that these gatherings also provide unique opportunities to raise awareness around sustainable development issues and thus encourage people to change their perceptions and behaviour and make responsible decisions that can reduce the negative impact on the environment and society.

#### **What is the vision of a green event?**

The vision of a green event is to reduce the consumption of natural resources, avoid damage to the environment, protect biodiversity and human health, reduce waste to a minimum, take ecological, social and economic aspects into account and offer sustainable development options to the local people and economy. This last point is an essential part of the greening legacy and it highlights that there should be no negative impacts on local inhabitants. It is also important to realise that the greening of an event is an on-going and continuous process and not just an isolated once-off activity and as such involves incorporating sustainable development principles into all levels of event organization.

#### **The following issues have been identified as priority areas for intervention:**

1. Waste avoidance and minimization
2. Water conservation
3. Energy efficiency
4. Transport management
5. Sustainable procurement
6. Cleaner Technology
7. Climate Change
8. Training and capacity building of the event coordinating industry



## **How can you help to green ICLEI World Congress 2006?**

As exhibitors, you will be playing an active role in contributing to the greening of the ICLEI World Congress 2006. With your assistance and support, the negative impacts that the conference may have on the City of Cape Town and its people will be minimized and possibly even avoided. Below we have suggested a number of activities which you can do that would assist with this process.

Waste is a major problem at conferences, but luckily it is one of the easier problems to solve. Your efforts to reduce waste using reusable and recyclable environmentally-friendly materials and products will help ensure a positive legacy is left behind.

The City of Cape Town currently operates six landfills but four of them have reached capacity and will close down within the next two years. With current waste volumes amounting to 2.1 million tons being generated annually in Cape Town alone, the remaining two local landfill sites will not operate for more than a total of six years. **Therefore waste reduction is a priority.** When it comes to waste, there is one important slogan to remember: ***“Reduce, reuse and recycle”***.

### **Exhibitor promotional materials, give-a-ways and handouts:**

- Ideally, promotional materials etc should be reusable items or items made from recycled materials.
- There are going to be approximately 600 attendees at the congress. Bearing this in mind, you are encouraged to bring the appropriate number of promotional materials or limit handouts and “giveaways”, and instead collect business cards or post a sign-up sheet for those interested in more information or product samples.
- Bring only what is needed for the event, and take away / recycle what isn’t distributed at the event.
- Promotional materials should ideally be printed on recycled, chlorine-free / FSC<sup>1</sup> paper.
- If possible, print / copy back-to-back and use vegetable- or soy-based ink.
- Avoid using goldenrod or florescent coloured paper.
- There is also the possibility that appropriate unused items can be collected for use at another event or donated to a local organisation.
- In Cape Town there are many schools and organizations that would greatly appreciate the donation of any “useful” give-a-ways, decorations and display materials that remain after the congress.
- Distribution of brochures and handouts should be limited to those with a genuine need or interest.
- Take into consideration that many international visitors will be attending the conference and weight restrictions are quite strict on aeroplanes. Realistically, delegates do not want to fly home with heavy paper-based information, but would prefer other options as mentioned above.

### **Packing Materials and Shipping - The less packaging, the less waste**

- Over-packaging creates waste, so if and where possible minimize packaging.
- Certain plastics (e.g. polystyrenes) are not recyclable, please try and refrain from using these and find alternatives.
  - PET is currently the only plastic recyclable in Cape Town
  - Polystyrenes are not recycled in South Africa, please ensure they are reused when packing your stand up or not used at all for this exhibition
- Try and save and reuse the boxes that you sent to the event so that you repack with them or if this is not possible, ask for them to be recycled.
- By reusing your packing materials, you can minimise waste.

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<sup>1</sup> The Forest Stewardship Council (FSC) is an international network to promote responsible and sustainable management of the world’s forests. [www.fsc.org](http://www.fsc.org)

- Ideally, all unused materials that you bring should be shipped back and any unused recyclable materials should be recycled.
- Use exhibit packaging that is reusable (e.g., pallets, wrappings), and/or recyclable.

### **General ways to manage, prevent and reduce waste**

- Recycle as much as possible
- Avoid mass distribution of handouts and allow attendees to order copies (this will save on printing and transportation costs).
- Use reusable name badges.
- Print on both sides of a page using soy- or vegetable-based inks and recycled, chlorine-free / FSC paper. (Provide reusable containers for handouts or samples (pocket or file folders, cloth bags).
- Where reusable items are not feasible, select products that are made from recovered materials so they can be recycled
- Separate recyclable waste into the separate bins provided for paper, cardboard, metals, glass, plastics, and other recyclable materials.
- Use recycled or consumable products as giveaways when possible and not using gift items made from endangered or threatened species.
- Attempt to use locally grown or manufactured products.
- Choose decorations and display materials that can be reused and/or are made out of recycled materials.
- Create signage that can be reused for future events.

### **Supporting Local Suppliers**

Whenever possible, it is desirable to obtain products and services from local suppliers.<sup>2</sup> In many cases, using local products and suppliers is both environmentally beneficial, because it reduces transportation requirements and the associated environmental impacts, and also socially and economically beneficial because it supports the local economy and drives local economic development and assists in job creation and thus poverty alleviation

We encourage you to look for the **PROUDLY SOUTH AFRICAN** logo found on various products throughout the country. (<http://www.proudlysouthafrican.co.za>)



### **What is Proudly South African?**

Proudly South African is an exciting campaign to promote South African companies, products and services which are helping to create jobs and economic growth in our country. Supported by organized labour, organized business, government and community organizations, Proudly South African is the way that you can make a meaningful and personal contribution to building South Africa's economy and alleviating unemployment - indirectly you are fighting against poverty, crime and disease. Consumers can be assured that companies and their products carrying the Proudly South African logo are of a high quality, are socially responsible, are supporting the local economy and comply with local content as well as fair environmental and labour practices.

**WASTE NO TIME AND HELP US GREEN THE ICLEI WORLD CONGRESS 2006.  
YOU CAN HELP US MAKE A DIFFERENCE!**

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<sup>2</sup> Local suppliers in this context refers to suppliers within Cape Town (best option), Western Cape Province (2<sup>nd</sup> best option) or South Africa (3<sup>rd</sup> best option).