



# ICLEI 2006 Event Greening Programme

ICLEI World Congress 2006

Cape Town

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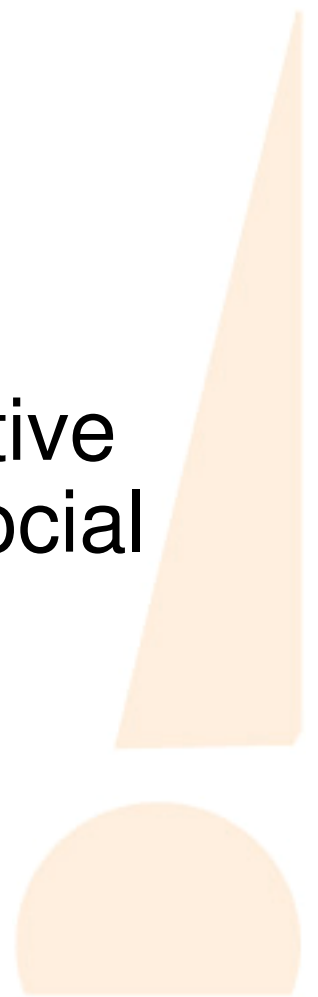
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# Intention: Primary

- To pilot innovative environmental management approaches in order to minimise the negative environmental effects and optimize its environmental benefits
- To ensure the event encouraged positive contributions to local economic and social development, aligning with current government policy and strategy.



# Intention: Secondary

- To encourage Provincial and Local Government Organisations, Conference Venues and State owned enterprises to adopt and implement event greening principles and practices.
- To raise awareness of event greening to delegates, city officials, the hospitality industry and local event management companies as a method of stimulating a more sustainability based agenda.

# Context

- The City

- Rate of urbanization (3.6% (Swilling, 2004)) is increasing specifically in South Africa, resulting in a service delivery stress
- Cape Town is being marketed as a prime destination for MICE specifically during Off-Peak Season
- 60 000 MICE delegates in the City at any given time (not including vacation makers)
- Resulting in enormous service delivery stress on The city (electricity, water, waste management, transport)

# Context

- The Eventing Industry
  - A major component in Corporate Marketing Strategies
  - A major component of destination branding for South Africa
  - Excess of R18 Billion in South Africa
  - Major job provider (blue and white collar level)
  - Feeds Tourism in SA – 37% delegates return as tourist within a 12 month period.

# Context

- Event Greening Internationally
  - Being increasingly acknowledged as a necessity for event management specifically since WSSD
  - ICLEI Greening Programme
  - Greening Symposium in Barcelona 2004
  - Event Greening Conference in Vienna 2006
  - Increasingly becoming common practice
    - Barcelona Forum
    - Commonwealth Games Melbourne
    - Turin 2006/London 2012

# Project Framework

## Objectives

- To ensure the organization and management of the ICLEI Congress is planned and undertaken in a way that demonstrates best environmental practice
- To enhance the enabling environment in SA and internationally for the implementation of Green Events
- To raise awareness and build capacity of event greening and sustainable development in Cape Town



# Project Framework

## Objectives continued

- To develop replicable models and best practices for other cities hosting international events, establishing critical precedents that can be used to reduce the cost of greening future events:
  - To minimize excessive consumption patterns of natural resources such as water and energy and increased production patterns of waste
  - To improve environmental management performance by upgrading selected infrastructure used for the congress, through lobbying and advocacy
  - To support flagship projects, concerned with climate change and other appropriate themes

# Project Framework

- 3 Components
- Small Budget
- Project Coordination: The City of Cape Town
- ICLEI – CoCT interaction
- 600 delegates
- Contained Event



# Project Framework

## **Component 1:**

*Policy and Strategy Development for best practice*

Formulation of policies which informed and underpinned the initiative

- Greening Principles
- Programme design for cleaner production retrofitting in the hospitality sector
- M+E and Socio-Econ Assessment Methodology
- Guidelines (exhibition/tourism/sustainable procurement)

# Project Framework

## Component 2

*Demonstration of best environmental practice for waste minimization, energy and water conservation and climate change*

Operationalising the policies and strategies from C1 through demonstration activities

- Sustainable Procurement
- Promotion of best practices that are financially advantages to local industries (legacy)
- Waste avoidance (3R)



# Project Framework

- Water Conservation (venue specific)
- Energy Efficiency (venue specific)
- Green Electricity
- Transport (behaviour and management)
- Training (Event management companies, Routes Unlimited, CTICC)
- Climate change



# Project Framework

## **Component 3**

*Raising public awareness on greening events and environmental best practice*

- PR and media
- Newsletters
- Video
- Exhibition
- High level presentations
- Case Studies
- Lessons Learned



# Project Framework – Legacy

- Training: approximately 56 people
- Exhibition Manual – CTICC
- Cleaner Technologies
- CTICC (improved performance via audit)
- Carbon Mitigation – Kuyasa Project
- City Lobbying Strategy
- City Sustainable Procurement Policy Position for circulation
- SE Spin offs
- Lessons Learned (need for documentation)

# Challenges

- Defining Parameters – the need for reduction.
- Budget for the project
- Cost of “green” alternatives. (Green industry still fledgling in SA)
- Necessity versus common practice
- Northern expectations in a southern context – how green can we actually be in a developing country?
- Lack of measuring tools and standards



# The Way Forward

- Socio – Economic Evaluation (execution)
- Climate Legacy results
- Clean Technologies – retrofitting programme
- Full Lessons Learned Report
- Case Study
- Lobbying: FIFA, GEF, other



# Contact

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