

# 15 Annexure G: Communications Strategy for the National Greening Framework

## 1. Introduction

The Communications Strategy has been developed for the promotion of the National Greening Framework with the view to mainstreaming sustainable development principles and approaches in relation to the built environment and events management. This framework also addresses sustainable procurement and communications and awareness as vital supporting components of achieving greener events and the built environment. Both events and the built environment are heavy consumers of resources, typically have large carbon footprints and are capable of leaving very negative social and environmental legacies. The rationale for the Framework is to create awareness about why it is important to include greening principles in planning and some practical suggestions about how to go about it.

The National Greening Framework is a junction between policy and practice, exploring the policy that can give rise to sustainable development outcomes, both in relation to the built environment and the greening of events. It demonstrates the symbiotic relationship between greening of events and greening of the built environment. On the one hand, the extent of the greenness of an event is greatly influenced by the extent to which sustainable development principles have been integrated into the planning and management of the built environment. On the other hand, hosting a major international event such as the FIFA 2010 World Cup™, can act as an accelerator for infrastructural developments and create an assortment of positive legacy projects that will leave an enduring green footprint in each of the nine host cities.

## 2. Problem Statement

The National Greening Framework is a knowledge product that needs to be distributed to identified target groups to stimulate and support an increasing trend towards the greening of events and the built environment. There is a need to popularise the contents of the National Greening Framework and to seek traction for its ideas amongst communities of professionals who are involved in either events management or the built environment. It is to build a consciousness about the impacts that their activities have from a sustainable development perspective and provide a foundation for adapting practices to achieve a more positive, enduring result. A communication strategy is

required to ensure that the intended target audiences are aware of the document and be able to utilise it as a desirable reference amongst an array of literature available on greening.

## 3. Aims & Objectives

### Aims

The primary aim of the communications strategy is to ensure that both targeted and non-targeted stakeholders are able to access the National Greening Framework.

### Objectives

The first aim will be achieved by:

- Identifying all the relevant target groups and designing a distribution strategy so that they are able to access the National Greening Framework and
- by developing a distribution campaign for non-targeted stakeholders. The second aim will be achieved by providing a selection of channels through which readers of the framework may submit comments on the framework and recommendations for its improvement.

## 4. Stakeholder Identification

As a general statement, the Framework embraces a number of sectors (energy, water, biodiversity, transportation, the built environment, tourism, procurement, communications) creating a potentially very diverse audience for the framework. This communications strategy will identify the main target audiences for the NGF as well as identify a wider distribution strategy but this does not detract from the fact that the framework has a bearing on a vast number of interest groups. The main target audience are discussed here and to follow is a table identifying some of the organisations to which the NGF must be sent.

### Municipalities

As an entity, municipalities are one of the prime target audiences for the National Greening Framework for the following reasons:

1. As an entity, municipalities are a major target audience since they are largely responsible for the development of the built environment.
2. They are property owners who own a large number of buildings that can be greened.
3. They are the custodians of some of the major venues that are used for events; they can influence outdoor events through permit systems; and they can influence the manner in which the private sector develops new venues or refurbishes existing venues.
4. They also procure goods and services for which they can include greening criteria in the tender specifications.

Potential recipients of the National Greening Framework include:

#### Political Representatives

- Ward Councillors,
- The Mayoral Committee.

#### Community Representatives

Ward committees.

#### Municipal Officials

- IDP Managers,
- Urban Planners,
- Parks Managers,

- Basic Services Managers (water, electricity, refuse collection),
- Sustainable Development co-ordinators,
- Community liaison Officials,
- Asset Managers,
- Events Managers,
- Supply Chain/Procurement Managers.

There are two options for distribution and awareness-raising of the document to municipalities. The document can either be distributed through the South African Local Government Association or directly to the municipalities themselves. If the latter option is pursued, it is recommended that a database is drawn consisting of the individuals who represent the positions above and that either a CD or a copy is sent directly to those individuals. This should be accompanied with a covering letter that also provides information about how the framework can be accessed via the DEA website and how comments on the strategy can be received by the Department. From the perspective of hosting awareness-raising campaigns, it would be advisable to host workshops at district level.

### Provincial Government

As with municipalities, the National Greening Framework has widespread application to provincial government. Where municipalities fail in their constitutional duties, provincial government has the power to step in and it has oversight of municipalities' performance. Other reasons that provincial government is an important target audience include its roles in respect to:

- Tourism,
- Environmental Affairs,
- Transport, especially in relation to the promotion and facilitation of public, transportation and non-motorised transportation,
- Procurement/supply chain Management.

A similar approach as suggested in relation to municipalities can be applied to provincial government whereby the relevant committees and officials dealing with NGF subject matter can be identified and a hard and soft copy sent to them individually as well as a covering letter, explaining the process for receiving comments on the NGF.

With respect to Environmental Affairs, the NGF can be popularised through the existing intergovernmental channels: Co-ordinating Environmental Committee (CEC), MINMEC, MINTEC and the MINTEC Working Group meetings.

## National Government

It is further advised that the document be circulated internally within the Department of Environmental Affairs.

A briefing with the call centre operators should also be required so that they are able to inform any people who contact them about greening that they are able to refer them to the document on the website.

In respect to the remainder of the National Government, it will mainly be targeting those organising events, communicators and supply chain managers. As with municipalities and provincial government, a distribution database should be drafted so that hard copies and CDs can be sent to specific individuals. The same applies to all the parastatals.

## Agencies/Parastatals/statutory councils

There are a number of agencies, parastatals and statutory councils that have are able to influence the greening of the built environment and events management, especially from a tourism perspective.

It will also be important to raise awareness of the bodies that impact and influence property development such as the National Home Builders Registration Council (NHBRC), the Construction Industry Development Board (CIDB) and professional associations for architects and town planners. A joint presentation to representatives may be considered.

## Private sec

The main focus of the private sector in relation to the NGF are those involved in the events industry whether they be event organisers, facility managers or venue developers/refurbishers. Here the suggested approach is to engage with these professionals through their industry associations. For event organisers and their suppliers, there is an existing forum which is focused on greening, the Event Greening Forum, which would be an ideal forum through which to raise individuals' and companies' awareness of the NGF.

In terms of the built environment, it is recommended that property developers and managers are targeted and they can also be reached through their industry associations.

## Civil society

Potential interest in the NGF includes universities, research bodies and researchers, consultancies and consultants, NGOs and CBOs, the media, potential business owners and tourism operators and individuals who are simply concerned about the environment. To reach such a wide audience, a media campaign is recommended that can reach an extended audience.

**Table 1.** Identification of organisations to be targeted for the distribution of the natural greening framework:

	(Indoor) Air Quality	Biodiversity	Built Environment & Green Buildings	Communications & Awareness	Energy	Events Management	Procurement	Transportation	Tourism	Waste Management	Water
<b>National Government</b>	Department of Environmental Affairs	Department of Environmental Affairs	Department of Co-operative Governance & Traditional Affairs	Government Communication & Information System	Department of Energy	Sports and Recreation	All national government departments	Department of Transport	Department of Tourism	Department of Environmental Affairs	Department of Water Affairs
	Department of Health	Department of Agriculture, Forestry and Fisheries	Department of Human Settlements	Department of Higher Education		All other national departments	National Treasury				
			Department of Public Works	Department of Basic Education							
			National Treasury (Neighbourhood Development Grant)	Education Training & Development Authority							

	(Indoor) Air Quality	Biodiversity	Built Environment & Green Buildings	Communications & Awareness	Energy	Events Management	Procurement	Transportation	Tourism	Waste Management	Water
		Environmental Affairs	Public Works	All provincial departments		All provincial departments	All provincial departments	Transport	Tourism	Environmental Affairs	Water Affairs
<b>Local Government</b>	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities	All municipalities
<b>Agencies/Parastatals/statutory councils</b>		South African National Biodiversity Institute	NHBRC	Media Development & Diversity Agency	Eskom	Services Sector Education & Training Authority	South African Bureau of Standards	Arrive Alive	Provincial Tourism Authorities	Buyisa e Bag	Water Research Commission
		South African National Parks	Construction Industry Development Board	Education, Training and Development Practices Sector Education and Training Authority	South African National Energy Research Institute			South African National Roads Agency Limited (Sanral)	Local Tourism Authorities		
			South African Council for Planners	Indalo Yethu				Urban Transport Fund	Culture Arts, Tourism, Hospitality and Sport Sector Education and Training Authority		
			South African Local Government Association					Road Accident Fund	South African Tourism/Tourism Grading Council of South Africa		
								Passenger Rail Agency of South Africa			
<b>Industry Associations</b>		South African Landscaping Institute	South African Institute of Architects		South African National Energy Association	Event Greening Forum		South African National Taxi Council	Federated Hospitality Association of Southern Africa	Institute for Waste Management for South Africa	Landscape Irrigation of South Africa
		Institute for Landscape Architecture in South Africa	South African Association of Professional Planner		South African Wind Energy Association	South African Association for the Conference Industry		South African Transport and Allied Workers' Union	Southern African Tourism Services Association	National Recycling Forum	

	(Indoor) Air Quality	Biodiversity	Built Environment & Green Buildings	Communications & Awareness	Energy	Events Management	Procurement	Transportation	Tourism	Waste Management	Water
		Landscape Irrigation of South Africa			Southern African Alternative Energy Association	Exhibition Association of Southern Africa		National Taxi Drivers' Organisation	Heritage SA	Collect-a-can	
					Renewable Energy Association	Institute of Events Management			Greenleaf	The Glass Recycling Company	
						Technical Production Services Association			Fair Trade in Tourism South Africa	Packaging Council of South Africa/Recovery Action Group	
										Paper Recycling Association of South Africa	
										Petco	
										Plastics South Africa / S A Plastics Recycling Organisation	
										Polystyrene Packaging Council	
										Tetrapak	

## 5. Channels of Communication

The focus of the communications strategy is to ensure that both targeted and non-targeted stakeholders are aware of the National Greening Framework, are able to access it with ease and are able to engage with its content. In the section 4 a selection of target audiences were identified and possible communications approaches suggested. The main objective is to be able to inform organisations and individuals of the existence of the NGF and how to access it. The required communications channels to do so will be reinforced in this section.

### Generic Intervention: Website

The framework must also be uploaded to the DEA website. Links identified target audiences' websites is recommended. Some of the organisations will typically download the framework themselves Announcement of the NGF on the GCIS website and a link to the document will also be required.

### Generic Intervention: DEA Toll-Free Call Centre

The DEA call centre operators will be notified of the National Greening Framework, its basic contents and how it can be accessed.

### Generic Intervention: CDs and hardcopies

Due to the expense and environmental implications of printing hard copy versions of the NGF, even if using green paper, the preference is for making the NGF available in soft copy using CDs. CDs should be distributed to individuals and organisations captured in the database described below.

### Generic Intervention: Marketing Materials

A one page leaflet or pamphlet should be drafted and laid out and used to promote the NGF, explaining its content and how it can be accessed. A poster can also be designed and used at events to draw attention to the NGF.

### Generic Intervention: Establishing a System for receiving feedback on the NGF

It is further recommended that the document is to be updated as policy and practice evolve. Its evolution will be informed by a mechanism to receive comments on the document so that its improvement is based on well informed, practical perspectives. An email address can be set up on the DEA website to which comments can be sent. It is important that this email address is manned, that comments are acknowledged and that a system is set up for the management of those comments.

### Targeted Distribution: Distribution database and distribution of framework

A database must be drawn up of targeted individuals based in organisations' whose mandates overlap with the sectors addressed by the NGF. Once the database is drawn up, CDs and a covering letter, specifying the relevance of the content to the identified stakeholder, can be drawn up and distributed (posted or hand delivered).

### Targeted Distribution: Presentations

The Department can present the NGF to selected audiences as a way of promoting the NGF. These can be identified from the distribution database and stakeholders can be grouped according to influence and similarity of interests. Presentations can also be made to existing intergovernmental fora discussed above.

### Targeted Distribution: NGOs

Information about the framework can be distributed to the NGO and CBO community through the SANGONET database. It is a very affordable way of distributing information to the NGO and CBO community.

### Non-targeted distribution

To ensure a wider awareness and access of the framework, a non-targeted distribution of the framework can happen in a number of ways:

1. Media strategy
  - Press releases prepared and distributed by DEA Communications Directorate
  - Radio interviews with stations such as SAFM, Radio Sonder Grense (RSG), Talk 702, Cape Talk, Khaya FM, Lotus Radio etc.

If there is an interest in the NGF, the media will also come forward for interviews and it will be important that a DEA spokesperson is able to address the media on the NGF. Therefore the messaging for the NGF must be addressed as part of this communications strategy.

### 2. Commemorative days/weeks/months/years

Distribution of NGF CDs and marketing pamphlets at relevant functions such as events held around commemorative events is an effective non-targeted method of distribution. The schedule of international and national days, weeks, months and years can be accessed from the official government portal ([www.gov.za](http://www.gov.za)). The schedule of regional events is also published on the same portal.

### 3. COP 17 and other national conferences and exhibitions

- Exhibitions and distributions of the NGF on CD at expos and conferences such as the Green Building Conference held on an annual basis.
- Distribution of CDs at the Climate Change Provincial Summits and COP17 as well as a poster that can be exhibited.

## 6. National Greening Brand



The 'face' of the National Greening Framework is the National Greening brand. This brand represents the aims and objectives of the National Greening Programme developed by the National Department of Environmental Affairs. It symbolises the values of both the National Greening Framework and the National Greening Programme, which are sustainability, collaboration, participation and communication. The application of the National Greening brand is to be associated with the Department's efforts to support and nurture extensive and sustained greening practices in South Africa.

## 7. Conclusion

This communications strategy describes the importance of planning a well thought out distribution strategy for the NGF as there are numerous documents developed by the public sector, very few of which are properly distributed. In terms of the private sector, it is well organised through industry associations, which should be positively utilised to disseminate the information on the NGF to its members, achieving a snow-ball effect.