



# communications & awareness

The 2010 FIFA World Cup™ offered South Africa a unique opportunity to showcase how the country can respond to the environmental challenges facing our region and our planet, and what each of us can do to make a difference.



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## 10.1 Introduction

Environmental awareness can, in part, be linked to an awareness and appreciation for one's own community in general. The South African "Fly the flag for football" campaign was launched in early April 2009 by a voluntary association of marketing and communications specialists from government and the private sector, and the 2010 National Communication Partnership in 2009. The message of the campaign was to encourage the public to fly the national flag as a symbol of South Africa's country's pride and unity. The statement, "The Champions are coming – Ke Nako – Celebrate Africa's Humanity", aimed to reveal the hospitable and friendly nature of South Africa, and the principles of "ubuntu" (i.e. treating other people with respect and dignity) as one of the key pillars of our nation and upon which our culture is built. The campaign was communicated through a series of road shows targeting communities and institutions of higher learning in the 2009 FIFA Confederations Cup Host Cities. The campaign called for a "can do" attitude, and a willingness to demonstrate our country's hospitality. Campaigns like "Fly the flag" helped to nurture a stronger unity amongst South Africans and a platform from which the numerous environmental initiatives could enjoy a greater success.

The 2010 FIFA World Cup™ offered South Africa a unique opportunity to showcase how the country can respond to the environmental challenges facing our region and our planet, and what each of us can do to make a difference. To this end, the National Greening programme objectives specifically included raising awareness about environmental best practice among the general public, including both locals and international tourists. The National Greening programme also aimed to enhance the nation's experience and understanding of the value of responsible environmental management.

A diverse cross section of people was recognised as key role players in the 2010 World Cup, from contractors to service providers, vendors, football fans, and the FIFA Family. These were all targeted as part of the national and local greening objectives. Systematic communication programmes worked to ensure that awareness campaigns reached residents and visitors beyond the matches, as well as at fan parks and events where traders and service providers were not bound by FIFA regulations. Host Cities committed to proactive planning and, along with other role players, made every effort to inform local residents about what they were aiming to achieve through their greening programmes and, where possible, to involve them. Local residents were frequently offered opportunities to participate in greening events while visitors attending events were alerted to the respective Host City's environmental management initiatives through creative media.

### GETTING THE MESSAGE ACROSS

The City of Cape Town screened short awareness raising videos in the fan parks before games.

Social marketing techniques were used to communicate public interest messages, particularly where behaviour change was desired. An interactive media tool used by many Host Cities (and other organisations) prior to the event was the use of websites that allowed visitors and residents to learn more about the Host Cities for trip-planning details like transport and accommodation. The websites also served as online resources to persons wishing to learn more about the event's greening programmes in the various Host Cities.



## 10.2 Actions taken

### 10.2.1 South Africa's Volunteering Spirit

#### TEAM GREEN 2010

Volunteering programmes provided ordinary citizens with the opportunity to participate in the World Cup, as well as gain knowledge and experience about

#### THE ZAKUMI PHENOMENON

FIFA and South Africa's iconic mascot for the 2010 World Cup. "He wants to create a good mood for the fans and raise the excitement for the 2010 FIFA World Cup, the first on African soil. He is a proud South African and wants to ensure that the world will come together in South Africa," explained Lucas Radebe, former captain of South Africa's national team and close friend of Zakumi. (Source: [southafrica.info/2010/zakumi.htm](http://southafrica.info/2010/zakumi.htm))



Environmental volunteer training in Tshwane.

event greening. The training programme included clear regulations and guidelines for the volunteers.

The DEA trained 350 volunteers and an additional 100 were trained by Indalo Yethu to become “Team Green 2010”, and were provided with distinctive branded clothing displaying the slogan ‘Come play green with us’. Volunteers were placed in all nine provinces between 7th June and 16th July 2010 in areas outside the official FIFA venues, and in some cases within the official fan parks. Other areas for volunteer placement included tourism information centres, shopping centres, airports and public viewing areas. Students (youth) from within the environmental field of study were recruited from tertiary institutions around the country to support the environmental volunteer programme for a period of six weeks and a volunteer training manual was developed in partnership with DEFRA, UK. This training manual was used by all Host Cities and the LOC to instruct their environmental volunteers. In addition to advocating sustainable environmental management the volunteers were responsible for distributing green passports, pamphlets on the national greening programme, and conducting surveys.

The data gleaned from these DEA-commissioned surveys (15,066 surveys completed in total) informed a study carried out by the University of KwaZulu-Natal to assess the effectiveness of the communication and awareness initiatives undertaken in the nine host provinces (DEA, 2010c). The number of volunteers placed within each province was proportionate to the size and/or density of the various provinces. All environmental volunteers trained and placed through the DEA received a certificate of recognition for their participation during the hosting of the 2010 FIFA Soccer World Cup™.

## 10.2.2 Host Cities

In addition to being trained to support greening initiatives, volunteers provided general assistance during the tournament. A total of 67,999 people from 170 countries applied to volunteer for the World Cup nationally. The 2010 FIFA World Cup™ registered more volunteers than the 2006 FIFA World Cup™ (held in Germany), with the highest number of applicants received from (in descending order):

- Nigeria
- USA
- Brazil
- Zimbabwe
- Italy

The Mbombela Municipality recognised the importance of volunteering in the preparations for the tournament. They therefore placed an invitation on their website inviting all people with a volunteering spirit to apply. In Nelspruit alone, more than 5,000 volunteers were signed up to assist with World Cup activities. In fact, Nelspruit registered the fifth largest number of volunteers, beating metropolitan cities like

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## FUNCTIONAL AREAS FOR VOLUNTEERS

Accreditation  
Administration  
Environmental Services  
Information Services  
Information Technology & Telecommunication  
Language Support  
Legal  
Logistic Services  
Marketing  
Media  
Protocol Services  
Spectator Services  
Ticketing  
Transportation  
Ushering Services  
Volunteer Management

Durban. The screening of applicants and interviews were conducted from January 2010 and compulsory training started with the selected volunteers in March 2010. In addition a Volunteers Newsletter was published highlighting achievements during the event.

The eThekweni Municipality also advertised the volunteer programme on their official website. They appealed to city lovers to become ambassadors for Durban for assistance within sectors like transport, security, information and general logistics. Specialist volunteers were also targeted, including medical practitioners, translators, people from the legal fraternity, and information technology experts. Volunteers were required to have a good technical sporting knowledge, language and media skills. The eThekweni Municipality planned to train and deploy 900 volunteers selected from over 5,000 applicants. These volunteers manned the airport, "park and ride" areas, fan fests, fan parks, public viewing areas, the beach front, and Florida Road, among other areas in Durban. By mid-June 2010, the management team found itself responsible for the deployment, and co-ordination of 950 general volunteers, 50 child minders, 50 translators and 300 stadium volunteers (working in and around the Moses Mabhida Stadium) (Adendorff, 2010).

The LOC identified sixteen functional areas for volunteers. Among these were environmental services informing spectators of the environmental management initiatives in the stadium precinct and other areas. FIFA's 2010 team of 1,200 volunteers (throughout SA) assisted mainly at the stadiums, airports, and official hotels accommodating the FIFA officials and soccer teams.

The City of Cape Town's 2010 volunteers (600 in total), were selected from all corners of Cape Town to represent the full spectrum of our society and were clearly identifiable in their bright orange uniforms. This group of volunteers assisted at all areas managed by the City of Cape Town including: fan fest on the grand parade; the fan walk linking the CBD to the Cape Town Stadium; the four fan jols at Athlone, Bellville, Khayelitsha and Mitchell's Plain; the Fan Collection Areas at Thibault Square and Pier Place on the Foreshore; the "park and ride" facility at UCT; and Cape Town's entire CBD. Many of the volunteers also assisted the City's Sports & Recreation Department running holiday programmes for learners during the extended school holiday. Ranging from 18 to 75 years of age, the volunteers were provided with basic training in customer service, first-aid, security, tourism, social responsibility, transport and municipal procedures. All volunteers received training in environmental awareness, irrespective of their functional area and further training was provided for those assisting with recycling and waste management during the event.

A total of 535 volunteers in Johannesburg assisted various local government departments and created a reliable volunteer database and workforce for the city's future usage. This programme efficiently utilised the country's skilled workforce, especially within the entertainment industry, educational institutions, and business and public areas (e.g. hotels, malls, main routes etc.) and showcased the city in the best possible way. Volunteers benefited through these programmes through the development of lifetime skills and expertise provided through training (e.g. tourism, customer care, administration and logistics etc.).

Soccer City volunteers waiting for their round of duty.



## JOBURG'S EXPERIENCE: LESSONS LEARNT

- Recruit smart, informed, hardworking, self- and results-driven people to work with you and for you
- Effective communication, interpersonal, and people management skills
- Consider demography during recruitment (e.g. women, men, youth, people with disability, race groups, retired, unemployed, employed, students etc.)
- Constructive, informed management and team leadership
- Be visionary and plan strategically
- Have an established work plan (e.g. put systems in place prior to attempting anything)

It is hoped that the experience and exposure accumulated by the volunteers during the World Cup will not only equip them with vital skills for future employment, but also result in the channelling of this knowledge and skills back into their respective



communities. Although some Host City volunteer programmes did not remunerate volunteers, the national programme resulted in temporary job creation for the unemployed and students who played a role in the “2010 Team Green” throughout South Africa.

Durban's Green Goal message.

### 10.2.3 Green Messaging in Print Media

#### CARTOON STRIPS

The DEA National Greening programme produced a series of six cartoon strips carrying environmental messages in Sotho, Zulu, English and Afrikaans. The cartoons were printed in national newspapers, and were also screened on the SABC, the national television broadcaster, during June and July. This communications campaign proved to be a success story in information-sharing with the public on Greening 2010 actions: what was being done and why; as well as a means to influencing the long-term environmental awareness of locals and visitors beyond matches, fan parks and other formal events. The use of cartoons made the information campaign more accessible to youngsters, ensuring a focus on educating the youth of the country on environmental issues.

#### “SOCCER AND THE ENVIRONMENT” FOR SCHOOLS

In keeping with the educational flavour of the communications and awareness campaign, the *Making Connections – Soccer and Environment* project was conceptualised by the team responsible for the Local Agenda 21 programme in partnership with a local NGO, Youth Unlimited. The initiative was supported by both the City of Cape Town as well as eThekweni Municipality. Together, the team worked to develop a poster and conceptualise the messages. The poster was successfully piloted as an environmental education tool at a Manenberg youth football tournament in 2006.

The World Cup created an opportunity to develop the poster into a resource which, together with an environmental education programme, aims to raise awareness



The Soccer and Environment handbook.



## IN A BID TO RAISE ENVIRONMENTAL AWARENESS DURING THE WORLD CUP, THE CITY OF TSHWANE DEVELOPED AND DISPLAYED 1,000 GREEN GOAL POSTERS

### LOCAL AGENDA 21

Agenda 21 is a global action plan for socially, economically and environmentally sustainable development. It was adopted at the United Nations Conference on the Environment and Development held in Rio de Janeiro in June 1992 (Earth Summit).

Principles for Local Agenda 21 in South Africa:

- People-centred development
- Meeting basic needs
- Integrated planning and development (i.e. a move from a more sectoral approach)
- Sustainable development.

(Source: eThekweni Municipality website)

and change behaviour among South Africa's youth. The 2010 Green Goal soccer and environment educational programme targeted school children in Grade 7 (age 13) with the updated and FIFA-approved posters. An educational programme, including an interactive theatre production, has been developed, using concepts from the poster and a booklet to support the message of environmental protection. This is supported by a teachers' guide containing suggestions on how to integrate the soccer and environment concepts within the Grade 7 curriculum.

Greening Durban 2010, in collaboration with Imagine Durban and the provincial Department of Agriculture and Environmental Affairs, distributed the posters and booklets. The goal is to promote the link between soccer and a healthy environment in all Grade 7's throughout the eThekweni Municipality and KwaZulu-Natal province.

### ENVIRONMENTAL AWARENESS IN TSHWANE

In a bid to raise environmental awareness during the World Cup, the City Of Tshwane developed and displayed 1,000 Green Goal posters at the fan fest, public viewing areas, nature conservation sites, and areas where waste recycling was conducted. Four hundred green message posters were also developed and placed at different locations throughout the city. Other communications initiatives of the City of Tshwane focused on information leaflets to educate people, for example on use of appropriate bins to discard waste.



Volunteer training (left) and Tshwane's Bill Boards along major transport routes (right).

## 10.2.4 Guidelines

The Greening Durban 2010 programme, led by the eThekweni Municipality's Environmental Planning and Climate Protection Department (EPCPD), prepared a series of guidelines aimed at ensuring that the 2010 FIFA Soccer World Cup™ was hosted in an environmentally sustainable manner. In addition, the eThekweni Municipality produced a Guide to Durban's Nature Attractions and Outdoor Experiences. This guide encourages people to visit nature reserves and find ways to minimise their footprint on the natural environment in order to support the on-going protection of biodiversity. The guidelines can be downloaded off the eThekweni Municipality official website and are available for distribution to community and school groups.





THE ETHEKWINI GREEN GUIDELINE SERIES INCLUDE:

Energy Efficiency Guideline	The purpose of this guideline is to promote the design and construction of energy and resource efficient buildings within the eThekweni Municipality
Water Conservation Guideline	The purpose of this guideline is to provide information to consumers on how to save water by implementing a water use efficiency programme on residential, commercial and institutional properties
Waste Management Guideline	The purpose of this guideline is to provide pointers on how to contribute to a more sustainable waste management future in Durban
Green Landscaping Guideline	The purpose of this guideline is to improve biodiversity and ecosystem functioning while creating landscapes that are useful to and benefit human beings in a range of ways.

## 10.2.5 Promotional and Educational initiatives

### ECO HUBS

Host Cities Durban and Cape Town demonstrated their focus on raising awareness among the general public through the development of “green education centres”, namely the uMgeni River Estuary Green Hub in Durban and the Eco Centre in Cape Town. Both these facilities have been envisaged as fulfilling a dual purpose: (i) promoting sustainable tourism and (ii) raising awareness and educating the public around environmental issues and “green living”. Both are intended to showcase available green design and technologies, and to promote sustainable living practises and educating and inspiring people to change their behaviour and become more environmentally conscious in their daily lives. The Green Hub is currently awaiting a private sector partner to launch its services, while the Eco Centre is at an advanced feasibility stage.

### MBOMBELA GREEN GOAL PROMOTIONAL MATERIAL

Mbombela undertook several communications and promotional initiatives around sustainability. These included the production of a green leaflet educating people on the sustainability projects initiated, the creation of a webpage aimed at raising awareness on the City’s Green Goals, as well as the distribution of “everyday” goods such as car license stickers and car magnets bearing awareness messages.

#### ZIBI – CAPE TOWN’S WASTE CONSCIOUS OSTRICH

“Zibi”, the popular rubbish eating ostrich (originally part of the Keep SA Beautiful campaign initiated three decades ago) was brought back into public awareness campaigns (though having enjoyed a make-over and sporting Bafana Bafana soccer colours) to promote good waste management i.e. anti-littering, waste reduction, promotion of split bin initiatives and other campaigns that the City is currently, and will in the future, be running.



## 10.3 Outcomes

The success of awareness initiatives (Table 22) as part of the environmental initiative at the 2010 FIFA World Cup™ can, and should, now be used to inform events in the future, and lessons learnt will be vital in terms of improving the success of similar initiatives in years to come. The surveys undertaken by the national volunteers provided some insight into the effectiveness of some of the communication campaigns initiated. According to the results of the survey a large proportion had not been aware of environmental initiatives linked to the World Cup (89.6%) other than the volunteer scheme itself. Respondents that had been cognisant of the issue cited the One Goal project, advertisements, environmental initiatives at fan parks, tree planting, city level greening programmes, conservation initiatives, FIFA Green Goal, Green Cartoons and waste separation, and water and energy conservation during the World Cup itself (DEA, 2010b). Actions around recycling and tree planting appeared to be the initiatives that generated the highest level of awareness.





TABLE 22. A SUMMARY OF COMMUNICATIONS AND AWARENESS INITIATIVES

National greening intentions for communications and awareness	Initiatives to meet intentions
Inclusive information sharing about what is being done through Greening 2010 and why it is being done	<ul style="list-style-type: none"> <li>• Green Goal posters and billboards (e.g. Tshwane)</li> <li>• Information pamphlets (e.g. recycling of waste in Tshwane)</li> <li>• Host City official websites</li> <li>• Volunteer programme</li> <li>• Green Passport booklet and website</li> </ul>
Outreach to residents and visitors beyond matches, fan parks and events	<ul style="list-style-type: none"> <li>• General campaigns e.g. Fly the Flag for Football and the Diski Striker</li> <li>• Promotional "gifts" (e.g. car licence disk holders in Mbombela)</li> <li>• Branding of minibus taxis</li> </ul>
Sensitisation of vendors and service providers to Greening 2010 objectives	<ul style="list-style-type: none"> <li>• Accreditation</li> </ul>
Involvement of schools and the youth	<ul style="list-style-type: none"> <li>• eThekwini Green Guidelines</li> <li>• Soccer Series poster and booklet</li> </ul>
Showcasing and explanation of water-wise technologies, energy-efficient appliances, and waste recycling initiatives	<ul style="list-style-type: none"> <li>• Eco-centres</li> <li>• Cape Town Green Map</li> </ul>

Of those respondents who were aware of environmental/greening projects, just over half (50.7%) indicated that they were informed of the green programmes/initiatives via the Green Volunteer programme. This was followed by information received via television (16.6%), newspapers (10.8%), the internet (6.9%) and radio (5.4%) (DEA, 2010c). A distinctly higher awareness is noticeable among residents of Host Cities that had stronger communications campaigns in place.

South Africa made a conscientious effort to realise the intentions set out by the National Greening objectives and, through the use of various communication strategies and different communications media, to raise awareness and to promote the principles of sustainable development to the South African people and World Cup visitors alike.

**OTHER INTERESTING SURVEY FINDINGS:**

- More than 50% of the respondents indicated that environmental best practices were used in the accommodation facility for conserving water and conserving electricity
- The main modes of transport used by the respondents to travel from their place of accommodation or residence to World Cup venues/activities were private vehicles, mini bus taxis, and car rentals
- The majority of respondents planned to visit conservation areas in South Africa which indicates a high interest in the country's natural assets
- The majority of respondents indicated that they would visit South Africa again and recommend it as a tourist destination.

(Source: DEA, 2010)





*A passionate South African fan prepares for the game ahead.*

JEREMY JOWELL

